

HUSNI KHUFFASH

GLOBAL TECHNOLOGY EXECUTIVE | AI INFRASTRUCTURE | DIGITAL TRANSFORMATION | GO-TO-MARKET

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EXECUTIVE PROFILE

Global technology executive with over 30 years of experience building, scaling, and transforming technology enterprises across the Middle East and Africa. A trusted advisor to governments, telecom operators, hyperscalers, financial institutions, and enterprise organizations on AI strategy, digital transformation, and commercialization. Possesses extensive executive relationships across the government, telecom, finance, and enterprise sectors. Distinguished career includes notable foundational leadership roles, serving as Google's first employee in the Middle East, General Manager of Microsoft Jordan, Partner at EY, and Co-Founder of Almentor.net.

CORE EXPERTISE

STRATEGY & OPERATIONS	TECHNOLOGY & DATA	LEADERSHIP & GROWTH
- Go-to-Market Strategy - Strategic Partnerships - Government Relations - Board Advisory	- AI Infrastructure - AI Inference - Digital Transformation - Data Centers	- P&L Leadership - Executive Sales - Revenue Growth - Organizational Scaling

PROFESSIONAL EXPERIENCE

Positron AI — *Managing Director – Middle East & Africa* 2025 – Present

- Lead regional commercial strategy, executive sales, and strategic partnerships across the MENA region.
- Drive the adoption of AI inference infrastructure across governments, enterprises, telecoms, and data centers.
- Develop sovereign AI and hyperscaler partnerships while actively expanding Positron's footprint and market presence.

Khuffash Consulting — *Founder & Principal Consultant* 2025

- Advised executive boards and organizations on AI strategy, commercialization, operating models, and GTM execution.
- Managed high-profile engagements for key clients including Optimiza, Byanat AI, Genelle Healthcare, and Jawwal Palestine.

aiXplain — Managing Director

2024 – 2025

- Led enterprise AI platform expansion, cultivated strategic partnerships, and drove executive engagement across MENA.

EY — Partner / MENA Lead – Managed Services & Digital Transformation

2020 – 2023

- Spearheaded the regional digital transformation consulting practice, serving governments and large enterprises.
- Directed complex business development cycles, executive advisory engagements, and strategic growth initiatives.

Mawdoo3 Group — Chief Business Officer

2018 – 2020

- Governed commercial operations, high-level partnerships, product commercialization, and overarching growth strategy.

Almentor.net — Co-Founder

2016 – 2019

- Co-founded and scaled one of the Arab world's leading online learning platforms.
- Directed initial go-to-market operations, content partnerships, and platform commercialization.

ITP Media Group — Deputy Managing Director – Digital

2013 – 2015

- Championed and directed comprehensive digital transformation across a portfolio of over 60 digital media assets.

Microsoft — General Manager – Jordan

2011 – 2013

- Held full country P&L responsibility, overseeing overarching business strategy and operations.
- Led sales, marketing, partner ecosystems, and extensive public sector and government engagements.

Google — Regional Manager – UAE, Lower Gulf & Levant

2006 – 2010

- Operated as Google's foundational, first employee in the Middle East.
- Built regional commercial operations from the ground up and significantly accelerated digital advertising adoption.

Maktoob.com — Regional Manager

2000 – 2006

- Built and expanded operations across the GCC, Levant, and North Africa.
- Contributed to massive regional growth, culminating in the company's high-profile acquisition by Yahoo!.

EDUCATION

Executive MBA — London Business School**Executive MBA Exchange Program** — Columbia Business School**Bachelor of Laws (LL.B.)** — Al Ahliyya Amman University