



Ahmed Farrag

Area Leader

Defense and Intelligence Sector
Microsoft Central Europe & Microsoft Middle East and Africa.

In his current capacity Ahmed leads the Microsoft Defense and Intelligence business for **Microsoft Central , Eastern Europe ,Middle East and Africa** regions based out of Dubai.

Overseeing 100+ countries Ahmed leads the sales, growth strategy and engagement for Microsoft working closely with senior executives from the Defense and intelligence entities to grow Microsoft strategic partnerships in this sector and drive large digital transformation initiatives that are tailored to the needs of each market.

For the past 15 years in Microsoft, Ahmed led multiple positions in sales, consulting and product advisory working in multiple countries across Europe, Middle east and Africa regions.

Prior to moving to our region Ahmed led the Solution Sales part of the Microsoft **World Wide Public Sector** Consulting team in **EMEA** working with global **intelligence, policing** and **government** accounts in **UK, Germany, UAE , South Africa** and others overseeing both government and public safety accounts. Ahmed has also led the EMEA Cybersecurity solution team

With 20+ years of experience, Ahmed brings also a strong software development and consulting background in the fields of **Digital Policing, Artificial Intelligence, Analytics & Intelligence solutions, Digital Military Defense** solutions as well as **Smart Cities** where he started his career in software engineering, Technical training and helped co-author technical publications in Integration technologies.

Ahmed is a regular speaker in Industry Events on the topics of **Defence Transformation , Cybersecurity, Digital Policing**, Artificial intelligence, Digital transformation and Smart cities.

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