

Middle East Technology Summit



Ahmed Badawi

Egypt Head of Global Payments Solutions
HSBC

Ahmed Badawi joined HSBC back in 2006 where he had spent the next 12 years in various roles in Corporate Coverage across Egypt and Bahrain. Ahmed was appointed as Egypt Head of Global Payments Solutions in 2018.

Ahmed assumed the role of MENAT Regional Head of GPS Client Management in 2022, where he led the establishment of the regional center of excellence hub in HSBC Egypt with the aim of simplifying and rationalizing team activities. During this time, Ahmed also transformed the experience of GPS clients, through work done to enhance client outreach through driving value-added client engagement activities, leveraging automation solutions through the deployment of new technologies, and launching new global propositions in MENAT region.

Ahmed is the Global Exco Sponsor for GPS Client Services GenAI strategy, coordinating with different teams globally to introduce new tools to enhance the accuracy and speed of feedback to clients.

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