

# Mahad Ibrahim

I lead teams and drive projects from concept to fruition, with a keen eye for business strategy, research, and design.

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## EDUCATION

### **University of California, Berkeley, Berkeley, CA — Ph.D.**

August 2002 - December 2009

Dissertation: Peeling the Onion: The Case of the Information Technology Club Project in Egypt.

### **University of California, Berkeley, Berkeley, CA — M.I.M.S.**

August 2000 - May 2002

Masters project: Street Stories: a location-based mobile application to gather and present place-based oral histories.

### **Cornell University, Ithaca, NY — B.S.**

August 1993 - May 1998

Applied Economics and Business Management.

## SKILLS

Strategy.

Human-centered design.

Product development lifecycle.

Creative/Product Leadership.

Market Research.

## AWARDS

Ford Foundation Dissertation Fellowship, Honorable Mention.

Fulbright Scholar, Egypt.

University of California, Office of the President, Mentored Researcher Award

U.S. Department of Education, Foreign Language and Area Studies Summer Fellow.

Center for Middle Eastern Studies, Al-Falah Award for Technology Transfer.

Center for African Studies, The Rocca Scholarship in Advanced African Studies.

United Nations Industrial Development Organization (UNIDO), Management of Technology Fellow.

Berkeley Center for the Information Society, Summer Research Grant.

Samuelson Technology, Law,

## EXPERIENCE

### **Gobee Group, Oakland, CA — Managing Partner**

December 2009 - April 2022

Manage a boutique global design consultancy. Responsible for setting internal corporate strategy and vision. Work with senior leadership at existing and potential clients to help them embrace digital and process change. Drive our engagement teams to think “out of the box” and strategically in order to create next-generation user experiences.

### **Cell-ED, Los Angeles, CA — Chief Technology Officer**

July 2013 - September 2015

Crafted a global product strategy for Cell-ED’s mobile education service to effectively serve the adult education marketplace. Identified strategic partnerships, technologies, and new approaches to enhancing the efficacy of the product’s user experience.

### **Microsoft, Redmond, WA — Consultant**

July 2006 - March 2009

Led the design and creation of Microsoft’s NGO ICT4D Academy aimed at

creating an empowered consumer base for Microsoft's products in regions where the public sector and civil society represent significant portions of the market. Managed disparate (global) teams and vendors to turn the Academy concept into a reality. Conducted primary and secondary market research in support of Microsoft's emerging markets business and product development efforts with a focus on the Asia-Pacific, Europe, Middle East, and Africa regions.

### **World Bank, Washington D.C. — Consultant**

May 2009 - December 2009

Drafted an eHealth primer for the World Bank's Health, Nutrition, and Population group entitled, "Health Systems, Information Flows, and Technology Choices: The Promise of eHealth in Africa." The primer served as the foundation for the development of the World Bank's eHealth and mHealth strategies in the African region.

### **Blum Center for Developing Economies, Berkeley, CA — Consultant**

August 2007 - December 2007

Implemented a pilot shared medical transportation program in rural Uganda. The program leveraged mobile phones, payments, and private transportation providers to deliver quick emergency medical transportation. Worked with the national government, local transportation providers, and other entities to set up a training program, develop branding, execute a local marketing strategy, and launch the program.

### **Intel, Santa Clara, CA — Consultant**

November 2005 - May 2006

Conducted market feasibility study and design research for a digital health product targeted at helping national health systems enhance healthcare delivery. Included fieldwork in target markets.

### **Hewlett-Packard, Palo Alto, CA — Consultant**

February 2004 - June 2004

Analyzed the cost-benefit of operating system choice of Hewlett-Packard's new shared computing platform - 4:4:1. Proposed recommendations to the product management team based on my market, financial, and technology analyses. Recommendations were adopted and incorporated into the product launch.

### **United States Postal Service, Washington, D.C. — Consultant**

August 2002 - August 2004

Designed and administered information, process, and physical security audits of USPS partners with the goal of revenue protection. Conducted code and process reviews, verified compliance with information, and physical security best practices, and stress-tested security systems. Participated in multiple audits of global and domestic USPS partners.

and Public Policy Clinic, Boalt School of Law, Fellow.

**Bears Breaking Boundaries Big Ideas 2005, Winner - International Health and Development.**

**Bears Breaking Boundaries Big Ideas 2007, Winner - IT for Society.**

**Bears Breaking Boundaries Big Ideas 2007, Winner - Neglected Diseases.**

**Bears Breaking Boundaries Big Ideas 2007, Winner - Curricular Innovation.**

### **LANGUAGES**

English, Portuguese, Arabic, Somali

### **SELECT COUNTRIES WORKED**

United States, Egypt, Cambodia, Vietnam, China, Malaysia, Thailand, Indonesia, Kenya, Tanzania, Uganda, Liberia, Sierra Leone, Switzerland, South Africa, Ghana, Bangladesh, India, Qatar.

### **SELECT ACTIVITIES**

**Africa 2030**, Co-Founder.  
Successful event series curating discussion about the role of enterprise in the next 15 years of African economic and social development.

**Successful Kickstarter Campaign**, Social Enterprise Stories in Urban Kenya

## SELECT PROJECTS

**OptimizeARV ([www.optimizearv.org](http://www.optimizearv.org)) — is a web-based platform that allows governments to independently analyze national needs and more effectively procure lifesaving antiretrovirals (ARVs).**

Served as creative and project lead. Managed a product team to take OptimizeARV from concept to functional product.

**Blue Engine ([www.blueengine.org](http://www.blueengine.org)) — commissioned by Robin Hood Foundation, designed a parental engagement platform for cultivating effective communication for parents, teachers, and students for Blue Engine and their other education grantees.**

Served as creative and project lead. Pushed the engagement team to think beyond text messaging to design parental engagement mechanisms that address the holistic needs of teachers and parents.

**Growing Up Liberian ([www.growingupliberian.org](http://www.growingupliberian.org)) — is an interactive tool that allows you to explore the life of youth and adolescents across Liberia using data from the most recent national census. By role-playing as a young Liberian, you'll be able to see how you compare to others in your peer group.**

Worked with Gobee co-founder Jaspal S. Sandhu to develop and execute this novel narrative-based interface concept for understanding large datasets. Growing Up Liberian securely and quickly provides access to millions of data points.

**Vodafone Group - Souk Mobile App — is a mobile application to facilitate the exchange of goods and services in the Middle East.**

Served as project lead. Supervised a team of researchers and designers to rapidly prototype the mobile application. Designed and conducted research activities in urban and rural Egypt. Developed a business model to accompany the application design and specifications. Conceived and produced a promo video to secure buy-in from Vodafone Egypt CEO.

Photography Book. 192 backers pledged \$19,256.

## Successful Kickstarter

Campaign, Shoot The Moon Feature Documentary Film. 515 backers pledged \$37,337.

Avid Intramural Sports Player: Soccer, Basketball, and Flag Football.

## SELECT PUBLICATIONS

[Making Sight Affordable \(Part 1\): Aurolab Pioneers Production of Low-Cost Technology for Cataract Surgery](#) - Innovations:

Technology | Governance | Globalization, 1(3): pp. 25-41

[Peering into the black box: A holistic framework for innovating at the intersection of ICT and health](#) - Information Communication Technologies and Human Development: Opportunities and Challenges, Idea Group, pp. 234-264

[Ubiquitous Computing and Privacy in the Workplace: A Case Study of Nurse Locator Badges at Eden Medical Center](#) - Samuelson Technology, Law, and Public Policy Clinic, Boalt School of Law

[Ebola's Paper Trail](#) - Motherboard, Vice