

WAEEL ELRIFAI

CTO / AI & IOT AUTHOR / ASSOCIATE FELLOW, UNIVERSITY OF OXFORD / FELLOW OF THE
BRITISH COMPUTER SOCIETY

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PROFILE

I have over 20 years of experience in technology and business leadership, including roles as CTO and VP/Head of Global Sales Engineering. I've led teams of over 100 people, managed P&L for a business division generating nearly \$80 million in revenue, and founded startups, working closely with private equity and venture capital firms on funding and acquisitions. I hold graduate degrees in electrical engineering, economics, and an MBA from the University of Oxford, where I'm also an Associate Fellow and Lecturer. Additionally, I'm a published author in AI and IoT and a Fellow of the British Computer Society.

SKILLS

- ENGINEERING LEADERSHIP
- SALES LEADERSHIP
- STARTUP GROWTH & FUNDRAISING
- HARDWARE DEVELOPMENT & PRODUCTION

EXPERIENCE

CTO - Proximos

2021 - Present

As the co-Founder & CTO of Proximos, I have primary responsibility for software and hardware engineering teams. I also work with the CEO to guide the mission of the organisation and drive effective execution across all functions.

- MANAGED TECHNICAL STAFF & SUPPLIERS
- HANDS-ON DEVELOPMENT AND LEADERSHIP OF AI, HARDWARE, AND DATABASE SOFTWARE CHALLENGES
- FUNDRAISING (2 ROUNDS)
- SUCCESSFUL INNOVATE UK GRANT APPLICATIONS

EDUCATION

MBA – Oxford University

BSc, MSc, Electrical
Engineering – George
Washington University

MSc, Economics –
University of London, SOAS

Global VP of Engineering & Technical Sales - Pentaho / Hitachi Vantara

2015 - 2021

I lead the engineering and technical sales teams as well as providing thought leadership in IOT, Big Data, Machine Learning, and AI.

- MANAGED A TEAM OF 140 ENGINEERING & TECHNICAL SALES
- 300% INCREASE IN ANNUAL SALES VOLUME OVER 6 YEARS
- MANAGED TRANSITION TO CI/CD ENGINEERING PROCESS
- SPOKE AT CONFERENCES/PRESS

Associate Fellow - University of Oxford

2023 - Present

Lecturing on the topic of Artificial Intelligence to companies and institutions as part of the University of Oxford's executive education programme.

- DELIVERED 10+ COURSES OF 2 DAYS EACH TO BUSINESS & TECHNICAL AUDIENCES
- DEVELOPED A TECHNICAL AND BUSINESS AI FAMILIARITY COURSE

Treasurer - Alliance for AI, IoT and Edge Continuum Innovation

2019-2023

I serve as the Treasurer on the Board of Directors. I was elected in 2019 and re-elected in 2021. My role is to audit and promote the goals of the organisation to create a vibrant AI and IOT ecosystem throughout Europe.

- ELECTED TWICE TO THE EXECUTIVE BOARD
- AUDITED ACCOUNTS
- MEMBERSHIP OF OVER 100 ORGANISATIONS

College Liaison, Deal Flow – Oxford Seed Fund

2020 - 2021

I was the representative to Wolfson Collect at the University of Oxford during my MBA, responsible for generating venture capital deal flow from college students and alumni for investment by the Oxford Seed Fund.

- RECRUITED OVER 30 APPLICANTS
- SUPPORTED TWO NEW INVESTMENTS

Board of Directors - Neotic

2019 - 2021

Member of the Board of Directors for Neotic.ai, a financial services technology company helping businesses make more profitable investment decisions using artificial intelligence.

Managing Director - Peak Consulting

2006 - 2015

Co-founded the organisation and lead it from founding until it was sold to NTT Data in 2013.

- GREW TEAM FROM 3 TO 26
- SALES AND TECHNICAL LEADERSHIP
- SPEARHEADED THE SALE AFTER 7 YEARS OF GROWTH

Senior Consultant - Informatica

2005 - 2007

Managing client engagements and completing technical requirements for clients using the Informatica software. I was also involved in development of new business opportunities with existing clients.

Intern, United States Senate (Harry Reid)

2001 - 2003

I was an intern for the Senate Minority Whip, Harry Reid and my role included communicating with constituents and researching information for speeches.