

Karim Khalifa CEO & Co-Founder of Digital Republic

Karim's expertise lies in all that is digital - with over 13 years experience gained in mobile and ICT, coupled with solid marketing and branding expertise, he has an impressive track record of successful delivery of complex and innovative technology and marketing solutions.

Karim has pioneered the mobile internet from its inception in 2000 with Vodafone Global based in London, and managed the delivery of the first 3G network with Vodafone Egypt in 2007.

Notably, Karim championed the creation of the mobile advertising industry in Egypt - launching one of the first comprehensive mobile advertising portfolios in the Middle East in 2008.

Lastly, Karim Co-Founded Digital Republic, an innovation-led creative Digital Advertising Agency based in Cairo and Dubai.

He has also held senior positions in multiple industries Worldwide including: Vodafone Group; Lucent; Maersk; Hilton Group; and SODIC.

Karim is a UK Chartered Electronic Engineer and has an MSc. from the University of Leeds.