



**Omar Soudodi**, was born in New Jersey (USA) where he spent his early years before returning to Egypt. His entrepreneurial spirit started early on at the age of 19 where he negotiated a partnership agreement on behalf of his family to convert family owned Italian restaurant into the first *McDonalds* chain in Alexandria- Egypt.

Omar moved back to the U.S. to continue his education, where he attended *California State University, Fullerton*, coupled with obtaining his Financial Advisor certification from the *National Association of Securities Dealers (NASD)*. Upon completing his studies, Omar worked for various banks in different capacities primarily in commercial, international, and private banking, as Assistant Vice President at *Bank of America Private Bank*, *California Bank & Trust* and *Sunwest bank*. In 2003 Omar published a white paper introducing a new business-to-business marketing technique (*Power*

*Marketing*), which was later adopted by *California Bank & Trust* and *Sunwest Bank* for their commercial business development activities.

After ten years in the U.S., Omar was curious to come to Middle East and break new grounds with *Accelarabia.com* initially founding the first online mortgage aggregator in the Middle East earning him two nominations: young Entrepreneur nomination 2005 and Arab technology award nomination in 2006 and various guest speaker opportunities in PAN Arab technology conferences such co-chairing the e-commerce summit 2008 Dubai. Omar is also the co-founder of *Radiota7rir.com* an NGO that was created after the revolution focusing on freedom of speech.

After five years in the .com sector, Omar joined the ranks of *Souq.com* to yet again break new grounds and assist in expanding *Souq.com* in Egypt making one of the fastest growing sites in Egypt in 2010 as well as the number one E-commerce site in Egypt today.