



Mirna Arif

General Manager Microsoft Egypt

Mirna Arif brings 19 years of experience spanning multinational organizations and public sector entities across Europe, Middle East and Africa. In her current role, Mirna oversees Microsoft's efforts in Egypt to empower public and private organizations to accelerate their digital transformation agendas and better engage customers, empower employees, optimize operations and transform business models. She joined Microsoft in 2019 as Middle East and Africa Business Group Director, tasked with leading the strategy and execution of the company's Surface portfolio in the region.

Prior to Joining Microsoft, she was the Regional Director for Digital Transformation at GE Oil & Gas, a position she assumed in July 2017, where she was responsible for driving, promoting and delivering the digital transformation strategy to Oil and Gas customers in North Africa and Turkey. Prior to that, she was the regional Manager for Rosemount Group Middle East at Emerson Automation Solutions. In 2015, Mirna was appointed Assistant Minister for Investment and International Cooperation at the Ministry of Petroleum and Mineral Resources in Egypt. Based in Cairo, Mirna was responsible for assisting in the development and implementation of the Petroleum Sector Strategy in Egypt, as well as unlocking the sector's potential through the evaluation and promotion of a variety of investment opportunities and the reinforcement of international cooperation and strategic dialogue. Prior to that, Mirna was Global Marketing Manager at Schlumberger, based in London, where she was responsible for worldwide marketing strategy and activities for the software and marine segments. She spent the first 12 years of her career in Schlumberger where she held various leadership roles, including Regional Sales Manager for UK & Ireland, Regional sales manager for the East Africa and East Mediterranean region, and Egypt Manager for Schlumberger Information Solutions.

Outside of Microsoft, Mirna sits on the Board of Directors of Bank Misr, the second largest bank in Egypt, and is a member of the Digital Transformation board of Ain Shams University in Egypt.

Mirna holds a Master of Business Administration (MBA) in marketing and operations from the American University in Cairo as well as a Bachelor of Science degree in Computer Science from the same university.