



Under his leadership, Etisalat emerged as a leader in innovation and quality, making a mark in all 19 markets the Group covers in the Middle East, Asia and Africa. He is currently the Group CEO (Chief Executive Officer) at Etisalat.

In little more than a decade, Etisalat has made a thumping presence in the global market growing from just one market in 2004 to 19 currently, and in the process becoming the twelfth-largest telecom firm in the world; needless to say, Julfar has been instrumental in the phenomenal growth of Etisalat.

He uses his immense knowledge of the industry and his experience of 27 years at Etisalat to calculate what drives Etisalat and what makes the telecom industry tick, and then he transforms his strategies to turn everything in his favour. Since his joining as the CEO of Etisalat, it has become UAE's largest listed company recognized with a market capitalization of \$25 billion. He has virtually blazed his brand worldwide creating a firestorm in all corners of the world. However, he is not satisfied yet, and has carried the company on his able shoulders swiftly pushing its subscriber base to 200 million. No doubt, the company regularly features in the list of the world's most recognizable brands.

UNSHAKABLE FAITH IN HIMSELF

Though he is humble about his achievements, he is indeed an inspiring personality when it comes to business and

taking it to new heights and newer regions. He believes in the future – a great future for his company, substantial capturing of market by Etisalat in the near future, and providing a better experience, technology and choice to the customers. Nothing comes easy in this era of throat-cutting competition; however, he makes even towering targets of achieving 50% of revenues from outside the UAE plain sailing.

The reason behind his seemingly easy but indeed towering achievements is his staunch belief in himself and his leadership capabilities. To take an example, shortly after he was made the CEO of Etisalat, he decided to restructure the firm due to global financial crisis and a competitive pressure on prices and profits. He saw to it that the enormous goals he set for himself and others were met, and firm strategy was put in place focusing on future success

“Ahmad Abdulkarim Julfar is zealously creating a world of collaborative value addition and competitive values using his immense knowledge and experience!”

in fast-growing markets such as Saudi Arabia, Egypt and Nigeria.

UNPRECEDENTED ACHIEVEMENTS

He steered Etisalat to become the first network in the Middle East to launch GSM, Internet services, 3G and LTE. Through its operating brand in Saudi Arabia – Mobily – he has created a brand that has one of the world's busiest data networks; it consumes 1.3 petabytes daily.

He believes in creating a new telecommunications era by offering the telecommunications sector the

ability to adapt, change and innovate; by providing a new wave of connectivity, where not only the demand for products and services is larger than any other industry, but also all stakeholders – regulators and partners – work together, align their interest and create a bright future for the industry as a whole.

He is zealously creating a world of collaborative value addition and competitive values!

Ahmad Abdulkarim Julfar's meteoric rise in Etisalat is not accidental: with a degree in Civil Engineering and Computer Science from the USA he joined Etisalat in 1986 as a planning engineer, ascended to the position of General Manager in 2005, and then worked his way to the top with several strategic and operational triumphs



AHMAD ABDULKARIM JULFAR
SMOOTH OPERATOR