HATEM BADAWY

Turnaround Executive | Interim CEO / COO / CCO | AI-Driven Transformation Leader

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CONTACT

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SIGNATURE WINS

- Turned $250M ISP portfolio to positive EBITDA
- Doubled revenue + 400% valuation uplift (Ultatel)
- Built $170M food business from zero
- Led €496M transformation — 14 countries, 27K employees
- $40M revenue uplift + $20M savings via AI transformation

CORE SKILLS

Rapid Diagnostics & Turnaround
P&L Ownership & Restructuring
GTM Strategy & Revenue Growth
AI & Digital Transformation
Churn Reduction & CX Design
Executive Team Building
Cost Optimisation
Board & PE Stakeholder Mgmt

SECTORS

Telecom / UCaaS / SaaS
Infrastructure & Proptech
Food & Consumer Goods
AI & Computer Vision

EDUCATION

MBA

EXECUTIVE SUMMARY

Turnaround and transformation executive with 20+ years leading commercial, operational, and customer experience restructurings across telecommunications, SaaS, technology, and infrastructure. Known for stepping into distressed or complex environments, diagnosing root causes rapidly, stabilizing operations, and delivering measurable improvements within 90–180 days. Combines P&L ownership, customer operations expertise, and modern AI-driven transformation capability. Trusted by boards, private equity, and CEOs to lead difficult change, build accountable teams, and create durable operating models.

CAREER EXPERIENCE

Executive Management Consultant — **Independent — Canada**
Jan 2025 – Present

Advisor to CEOs and boards on turnaround, commercial strategy, and AI-driven transformation.

- Led AI rollout across customer care, sales, marketing, and finance for a $120M organisation — reduced response times 70%, automated 60% of finance workflows, redesigned pipeline forecasting.
- Delivered $40M revenue enhancement programmes and $20M in cost savings.
- Established governance models, operational cadence, and executive dashboards adopted by the full leadership team.

Chief Commercial Officer — **Ultatel (UCaaS/SaaS) — USA** *2020 – 2022*

Recruited to turn around stalled cloud telecom provider; full ownership of Sales, Marketing, and CX.

- Rebuilt commercial engine end-to-end; restructured pricing and product portfolio.
- Scaled sales team from 30 → 200+ (direct & outsourced); enforced quota discipline across all channels.
- Reduced CAC from $12K → $2.4K (80% improvement); LTV increased to $18K.
- Modernised customer care with omnichannel + AI IVR; CSAT improved 68% → 89%.
- **Revenue doubled in 12 months; company valuation increased 400% — positioned for successful acquisition.**

Business Development Director — **Prefab Lab — Canada** *2022 – 2024*

- Secured $110M+ in contracts with major developers; implemented technology platforms for billing, payments, and operations.
- Achieved 200% year-over-year revenue growth within 18 months of joining.

Managing Director — **Prime Foods — Egypt** *2012 – 2021*

Founded and scaled specialty food distribution company from zero.

- Built $170M revenue business with supply chain across 12 countries, serving 200+ premium restaurants and hotels.
- Recruited and led 75-person team; created culture of quality and operational discipline.
- Achieved profitability within 18 months; captured leading market share within 4 years.

Managing Director (Consultant) — **Starkbit AI Technology — Malaysia** *2016 – 2019*

Maastricht School of Management
B.Sc. Electronics & Comm. Engineering
Cairo University
Executive Programs
London Business School · IMD

LANGUAGES & PROFILE

English & Arabic — Fluent
Canadian Citizen • USA-eligible

GALLUP STRENGTHS

Coach · Self-Believer · Problem Solver
Empathizer · Deliverer

- Led product development for ADAS, computer vision, traffic analytics, and industrial QA systems.
- Secured Malaysian Government and major Chinese tech partnerships; elevated company valuation to $25M.

ISP Program Director | Customer Care Director — Etisalat — Egypt
2006 – 2012

- Turned around four ISPs ($250M portfolio) to positive EBITDA in 6 months.
- Built 2,300-employee CX operation; launched Middle East's first Video Contact Centre.
- Created offshore service centre generating $60M annually.

Global Transformation & Network Leadership — Vodafone Group — UK & Egypt
1998 – 2005

- Led €496M transformation programme across 14 countries; integrated customer management for 27,000 employees.
- Achieved fastest Vodafone Live! (3G) rollout globally — delivered in 5 months.
- Managed network rollout ($66M/year) and supply chain optimisation ($6M+ in savings).

Earlier career: Roles at Orange, SITA, and P&G in operations, programme management, and technology.