

Laith Sadiq Ph.D, FIET

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International Telecom & Business Investment Consultant

Technology Consultancy, M&A Opportunity Assessment & Acquisition Consultancy
P&L & Operations Optimization

An accomplished technology executive with a broad and unique combination of experience for growing shareholder value by mapping strategy with execution and delivering results while creating and leading talented, performance-driven teams.

A specialist in business development and commercial growth, leveraging C-level relationships, launching innovative products and services, establishing global alliances and creating new service offerings that deliver above trend growth and ROI in competitive worldwide markets.

Two decades' successful executive management positions with Global/Fortune 1000 Technology companies and start-ups ranging in size from \$50m to \$3B in revenues. CEO for early stage Private Equity backed Telecom Company that grew to market leadership.

EMPLOYMENT

PE Investment Consultant

New World Capital, UK

2017 - Present

Boutique investment firm specializing in special situations, private and public market transactions and alternative investment opportunities in global emerging markets.

Providing consulting expertise on pre-acquisition opportunity assessments, due diligence and valuation assessments, In addition, advise on post-acquisition operations including value enhancement, operations optimization, and positioning for successful exits. Currently, reviewing investments in multiple sectors: content delivery platforms, payment platforms, and mobility.

M&A Advisor

Kuwait Finance House, Bahrain

2016–2017

Kuwait Finance House (KFH) is a leading provider of commercial and investment banking services, and an industry leader for more than 30 years. It specialises in conceptualising the development and introduction of innovative banking and investment products.

Completed the successful exit of Menatelecom including identifying potential buyers, performing due diligence, and acting as negotiating liaison and representative of the majority funder to the buyer. Completing successful exit for of Menatelecom to Saudi Telecommunications Company/VIVA with projected conclusion November 30th, 2017.

Chief Executive Officer

Mena Telecom, Bahrain

2008 – 2016

A Bahrain based Tier One telecom start-up operator with \$70M revenues with 250 staff. Awarded best company for investment and best ISP in 2008 and 2009 respectively.

As part of the core founding team built this start up and grew >30% market share in 2 years, positive EBITDA in 18 months, and profitability within 4 years on c\$70M turnover funded by Private Equity (KFH Group) delivering IT integrated solutions to over 10K business customers and 100+K residential and mobile customers.

Initiated and orchestrated success acquisition to STC/VIVA (see above).

Business Development and Funding

- Achieved successful funding rounds including early stage monies for the network rollout and expansion stage after the company's highly successful launch while laying groundwork for business planning, financial projections, cash flow analysis and exit strategy
- Launched 4G network in 2008. Outperformed larger regional operators, attaining double-digit penetration in residential and enterprise markets through development of innovative, high-quality services and a focus on customer support
- Assessed the marketplace, developed the competitive positioning to achieve high market share; developed and drove corporate branding, business, and marketing plans.
- With Microsoft developed customized Cloud computing services for the SME markets and with Akamai and Google conceived and delivered a delivery strategy to deploy and monetize content platform regionally

Business Management and Operations

- From start-up to 250 employees, forged leadership team, built out call centre and retail operations, devised company-wide strategic growth plan and instituted corporate governance.
- Drove hiring, training, and management of employees during rapid growth in operations, retail, finance, legal, and corporate sales of talent from SE Asia, Europe, USA, and India.
- Strategized and established market and competitive solutions positioning, pricing, and branding for services, products, and integrated bundles.
- Developed company-wide outsourcing and insourcing strategy that led to 40% cost saving through organizational restructuring and contract re-negotiations with vendors.

Integrated IT Systems and Digitization

- Developed and launched portfolio of corporate product and support IT solutions services including Cloud Computing and global IP solutions.
- Developed and deployed FTTB network to deliver enterprise services as well as multi-media services for PCs, hand-held devices and tablets.
- Initiated, developed, and implemented digitization programs using the IOT/M2M technology for the energy market

Senior Director - Business Development

Motorola Inc., UK

1995 – 2008

Provides mission-critical communication infrastructure, mobility solutions devices, software, and services in North America, LATAM, APAC and EMEA. 2015 revenues of \$5.5B with 13,000 staff.

Achieved fast-track promotion to oversee and direct the wireless, mobile, and broadband businesses in defining the regional strategy, market positioning and new customer engagements with global operators to maximise market share and revenue growth.

Mobility Solutions Business Development and Sales EMEA

- Increased revenue from \$120M to \$360M (300%) in 3 years. Identified and seized revenue growth opportunities and prioritized EMEA cellular/broadband investment requirements.
- Restructured the operation, reviewing sales, marketing and delivery channels, and implemented new country-specific initiatives. Adjusted the leadership teams of non-performing Divisions and personally oversaw the recruitment of managers charged with delivering a radically new customer-centric business model.
- Developed, packaged and launched wireless broadband product suite and successfully sold to customers such as Vodafone, MTS and TDF.
- Recruited, managed, and coached Regional Directors and a 20-member MEA sales/business team

Mobility Product Marketing Asia Pacific

- Successfully integrated several mobile products/solutions and 4 different development groups over a 15-month period that resulted in a 35% revenue growth.
- Grew Revenue to over a \$300M in the mobile broadband market.

Product Marketing Strategy EMEA, Russia/CIS

- Development of Software marketing plan to increase 2G/3G software licensing revenue from \$20m to >\$100m per year
- Developed partnership deal with Siemens and Nortel to cross sell all mobile solutions to the EMEA region

EDUCATION

Fellow–Institute of Engineering & Technology

PhD in Telecoms Systems

MSc in Digital Communications and Computing

King's College | University Of London– London, UK

BSc in Electronics and Electrical Engineering (Honours)

University Of Manchester– Manchester,