

## Microsoft appoints New Country Manager for Egypt

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**18 March, 2020** – Microsoft today announced the appointment of Mirna Arif as the Country Manager to spearhead its operations in Egypt.

In her new role, Mirna will oversee Microsoft’s efforts in the country to empower public and private organizations to accelerate their digital transformation agendas and better engage customers, empower employees, optimize operations and transform business models.

Mirna Arif brings over 18 years of experience spanning multinational organizations and public sector entities across Middle East and Africa. She joined Microsoft in 2019 as MEA Business Group Director, tasked with leading the strategy and execution of the company’s Surface portfolio in the region.

“Our mission is to empower every person and organization on the planet to achieve more, and I’m thrilled to further this mission as we continue to expand Microsoft’s footprint in Egypt and unlock its growth potential,” she said. “The Egypt Vision 2030: Sustainable Development Strategy represents a foothold on the way towards achieving inclusive development– and technology sits at the heart of this. I look forward to working closely with our customers and partners to accelerate the country’s digital transformation journey and contribute to its competitiveness.”

Prior to joining Microsoft, Mirna spent several years in important roles for organizations including, Schlumberger, the Ministry of Petroleum in Egypt, Emerson, and Baker Hughes GE. She holds a Master of Business Administration (MBA) in marketing and operations, and a Bachelor’s in computer science, from the American University in Cairo.

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### About Microsoft

Microsoft (Nasdaq “MSFT” @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

### For more information (Press only):

Magdalena Stepień, Middle East Cluster (MEC)

E : [mastepie@microsoft.com](mailto:mastepie@microsoft.com)

Ali Sharif, ProGlobal Media

E: [ali.sharif@proglobal.ae](mailto:ali.sharif@proglobal.ae)

Yasmin Zidan, The Ginger Firm

E: [pr@thegingerfirm.com](mailto:pr@thegingerfirm.com)

M: +2 01015445186