ZealPay appoints Sherif Abdou as the new Managing Director

As it looks to continue its journey of empowering merchants to unlock the full potential of their customers by leveraging data and analytics; Egypt-based tech startup ZealPay has appointed Sherif Abdou as its new Managing Director. Sherif will play a key role in shaping the strategy for the new data-driven loyalty solutions launch in Egypt along with overseeing the expansion plans in the EMEA region.

Sherif joins ZealPay with over 23 years of experience in the Telecom and FinTech industries with a demonstrated track record in customer experience, commercial operations, digital operations, and e-wallets. The last position he held before being appointed as the Managing Director was Head of Vodafone Cash Commercial Operations [E-Wallets] at Vodafone Egypt. Under his leadership, Vodafone succeeded in increasing its e-wallets market share by more than 60% with a reduced complaint resolution time by half and a next-day refund solution that was introduced for the 1st time in Africa.

Omar Ebeid, Founder of ZealPay, commented: "We are excited and fortunate to welcome Sherif to our team, a purpose-driven industry leader with an exceptional track record of developing cutting-edge solutions that are expected to fuel our aggressive plans to introduce world-class and innovative data-driven loyalty solutions for Egypt and the region."

"I'm privileged to join ZealPay and work alongside such an incredibly talented team who are mission-driven and innovative. I look forward to developing ZealPay's data and loyalty portfolio while growing our footprint in the region and across the globe." Sherif Abdou, Managing Director of ZealPay, stated.

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About ZealPay
Founded in 2019, ZealPay is an innovative Cairo-based startup backed by global strategic investors to empower brands with the next generation of payments, loyalty, and AI-powered insights. We provide our merchants with world-class data, analytics & tools to predict consumer behavior using Artificial Intelligence to enable merchants to unlock the full potential of the customers in the most convenient user experience.