

Adil El Youssefi, Regional CEO - East Africa

Liquid Intelligent Technologies

Adil joined Liquid Intelligent Technologies in April 2017 as CEO for Kenya. In October 2018, he became Regional CEO of East Africa and is directly responsible for the leadership, strategic and operational management of Liquid Intelligent Technologies' wholesale, enterprise and retail businesses throughout Kenya, Rwanda, Uganda, Tanzania, Zambia, South Sudan and Ethiopia.

Prior to joining Liquid Intelligent Technologies, Adil served as Managing Director of Airtel Kenya for three years. He has over 20 years' experience in senior management across Africa, Asia and Europe, with expertise in developing markets, leadership, strategy, telecommunications, sales & marketing, and digital TV. Prior to joining Airtel, Adil had risen through the management ranks of global telecoms and media company Millicom, initially as a Senior Advisor to the Chief Officer Asia in Sri Lanka, before moving to Chad to take up the Chief Executive position and then becoming Chief Executive of Millicom Ghana.



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