



Wael Foad Kahla

Personal Information

Marital Status: *Married*

Nationality: *Egyptian.*

Date of Birth: *5- 12- 1971*

Military Service: *Finished 25-2-1999*

Place of Birth: *Cairo*

My Schooling

Cairo University – Faculty of Engineering – Good – July 1997 Bachelor of Mechanical Design & Production Engineering
Excellence in Degree Project



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Utopia, Palm Hills, Egypt



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[LinkedIn Profile of Wael
Kahla](#)

Summary

Currently Director of AI and Digital Risk Solutions at Beyond Data (UAE), leading AI-powered digital risk management and protection for organizations across the globe - from reputation defense and threat intelligence to AI security solutions. With over 25 years of experience spanning broadcast media, graphics, advertising, film, and digital marketing, I developed groundbreaking OTT platforms like Core Media and INTV, now known as WATCH IT. I lead international projects that safeguard brands against digital threats such as scams, phishing, and impersonations across various channels, while identifying risks on the deep and dark web. My global project delivery spans multiple sectors, including government, finance, aviation, and healthcare, consistently meeting customer requirements and exceeding expectations.



PROFESSIONAL EXPERIENCE

2021– Till Now Beyond data UAE, base in Cairo

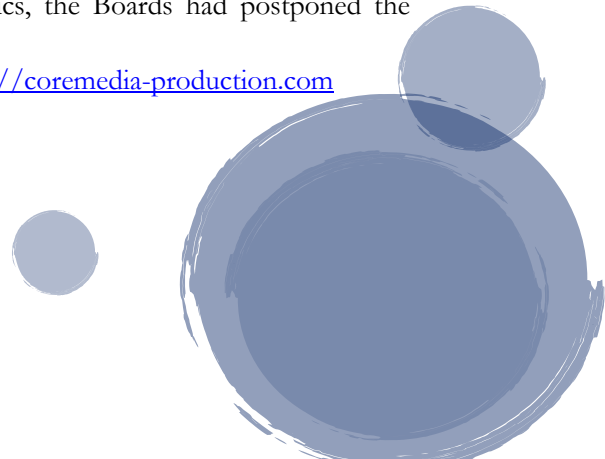
Director, AI and Digital Risk Solutions

- Managing the digital presence protection and social media intelligence service delivery team, ensuring all projects are running effectively and seamlessly to meet customer requirements in terms of protecting their brand against digital threats e.g. scam, phishing, impersonations across different channels as well as identifying potential threats related to the brand on the deep and dark web. Successfully delivered many projects globally covering different sectors e.g. governmental sector, financial sector, aviation sector and healthcare sector
- Beyond data Web Site <https://beyond-data.net/>

2018– 2021 Core Media & INTV (Watch-it Egypt) Egypt, Cairo

CoreMedia Co. Founder. / C.E.O. (Chief Executive Officer)

- As the founder and CEO of Core Media Co., your key duties will be to make important business decisions, oversee the company's overall operations and resources, serve as the primary liaison between the Chairman and corporate operations, and represent the company in public. I was chosen by the Board of Directors for this post. directly answering to Core Media's Chairman..
- During the early stages of the Watch-it Platform <https://www.watchit.com>, I create the technological details
- I addressed the company's strategy with a member of the Board of Directors.
- I form an idea and produce them for both digital and television, but with a purpose and a vision, such as the Campaign for Human Rights (حقوق الانسان) and the Campaign for New Egyptian Achievements (إنجازات مصر).
- In addition, I produced the first Egyptian original digital drama, Hishmat In White House (حشمت في البيت الأبيض). Men's Shadow (ظل راجل) is the first original digital program. El Healthy (الهيلثي) to Nourhan Kandeal and Golden Egg (بيضة ذهب) to Islam Ibrahim are two more schemes that have been completed.
- I design a novel method of media creation and operation that is both cost-effective and results in a challenging product with a low cost.
- CoreTV Digital Platform is an important step forward for our organization. This SVOD platform for iOS, Android, Smart TV, and PC has been ready to release since 1-4-2020, but due to the Covid-19 Pandemics, the Boards had postponed the launch till early 2021.
- CoreMedia Web Site <http://coremedia-production.com>



2011–2018 Al-Nahar TV Network. Egypt, Cairo

Al-Nahar Movies Manager. / C.T.O (Chief Technology Officer)

- Al Nahar TV Network C.T.O (Chief Technology Officer) responsible for all Studios (3 Studios), MCR and Play out. Designing and implementing the MAM and Center Storage System (Tapeless System) improving the Engineering Staff and hiring the vacancies Roles, Design the Broadcasting Hardware integration. Manage Quality Control for all the Network and IT
- Al Nahar Nour Media Consultant.
- Al Nahar Movies Creation, Technical supervisions, all logistic and implementation of the channel system division, hiring employee and Content Acquisition. Responsible in Channel Grid and channel strategies and Budget Flow.

2002– 2011 Melody Entertainment S.A.E. Egypt, Cairo

Operations Manager / Head of Broadcast graphics / Technical Director.

- MelodyDrama2 Creation for graphics and automation system (Publitrone Systems)
- MelodyDrama Creation for graphics and automation system (BrainStorm)
- MelodyTrix Creation for Running system and graphics automation system
- Responsible for All Melody Channels Screens Graphics and Automation, and Channel Identity Updates
- Melody Web Sites Graphics Updates (MelodyHits, MelodyArabia, MelodyAflam & MelodyTrix).
- Melody TV Screen Graphics Updates (MelodyHits, Melody Arabia & MelodyTrix).
- TV Commercials for Local Services (Mobile Services).
- Manage All TV/Web Media Operations for Melody & its affiliates.
- Design All Melody Brands Logos (MelodyHits Logo, MelodyArabia, Melody Lebanon radio).

2001–2003 MenaNet Communication S.A.E. Egypt, Cairo

Senior Web Designer

- Melody TV Commercials and Melody Logo
- Melody www.melodyaflam.tv (Team Leader)
- Melody www.melodyarabia.tv (Team Leader)
- Melody www.melodyhits.tv (Team Leader)
- Rhodia www.rhodia.com.eg (Team leader)
- Balooshy www.balooshy.com/ (Team Leader)
- FreeNet www.freenet.com.eg (Team Leader)
- Etelvaz www.etelvaz.com (All the Site)
- 4free www.4free.com.eg (Team Leader)
- All MenaNet Ads and Printing (Supervision and Layouts)

1998–2001 Way Out

Egypt, Cairo

Project Supervisor

- Vodafone Egypt www.vodafone.com.eg/ (Team Leader)
- Arab African Bank www.aaibank.com (All the Site)
- UBE Bank www.ube.net (All the Site)
- Me Bank www.mibank.com.eg (Flash Intro)
- Porsche Egypt www.smg.com.eg/porsche (Some Update)
- Harley Davidson Egypt www.smg.com.eg/harley (All the Site)
- Seat Egypt www.smg.com.eg/seat (All the Site).
- Crystal Asfour www.asfourcrystal.com (Team Leader)
- BTM Egypt www.bishara.com.eg (Team Leader)
- Mashrabeya www.mashrabeya.com (Team Leader)
- Aboughali Group www.aboughali.com (Flash Intro)
- Aboughali Car Section www.aboughali.com/flash.html (flash Intro)
- Maic Fine Furniture www.miacfinefurniture.com (Flash Intro)

1996–1998 Promoseven Egypt

Egypt, Cairo

Creative & Computer Graphics on Mac Platform

- Working as Microsoft Prints Consultant.
- Major Accounts/Clients: General Motors Egypt, Boeing, Coca-Cola Egypt, Motorola, Glaxo Welcome, Gillette Egypt, Mobil Egypt and Click GSM.
- Worked as Publishing Coordinator.
- Art director for 4U2B magazine issue 1 only.
- Networking & hardware Systems.

1993–1995 Bader Petroleum Company (BAPETCO) Egypt, Cairo
Mechanical Field Engineer

- Training on Desert Oil Field from (1-8 to 15-8-1993).
 - Training on Desert Oil Field from (1-8 to 31-8-1994).
- (All training above at mechanical work shop)
- Training at Company Office for one month in mechanical design and computer design.

ADDITIONAL PROFESSIONAL ACTIVITIES

- Wide-experience in Studios and System integration in the two level the SDI signal and the IP and IT Systems.
- Wide-experience in Digital Platforms, VOD Systems and AI data integration. And Big data analysis
- Accredited EC (European Commission) Consultant
- Wide-experience with the EC - Delegation Rules and Regulation
- Wide-experience on Business administration

- Development of most of melody's web sites and IT section (Database and Automation Programs Analysis)
- Brain Storm (Estudio) On-air Graphics System
- Publitrone On-air Graphics Systems
- Computer hardware experience (Mac and IBM Platforms)
- Quality Control and Production Management Experience.
- Good Experience in Animation Programs

TECHNICAL ARCHITECT & AUTOMATION DEVELOPMENT

Being in charge of all internal programmers and developers for the Channel Automation (PHP, HTML, XHTML, CSS, ASP, C++, and Visual Basic) and linking system designs and programmes to ensure the software acts exactly how the user would like requires me to have good knowledge of UI development. This is the result of combining a solid understanding of graphic design with programming, system development, and hardware skills. When a programme operates exactly way the user anticipated it would, the user interface is well-designed. This is based on my extensive understanding of tapeless systems because I've been involved in building numerous systems that are currently in operation, such as MelodyHits, MelodyArabia, MelodyDrama, and MelodyDrama 2, to create a fully automated system with a low human error rate.

GRAPHICS PROGRAMS

All Graphics Program (Photoshop, Freehand, Illustrator, 3dmax, Dreamweaver, Flash, Adobe After Effects, Adobe premiere, Fireworks, QuarkXPress, Adobe CS, Sound editing programs like cool edit, Final Cut apple platform.

FREELANCE CONSULTING

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|---|--------------------------------------|
| PlayHekayat – TV Consultants. | Egypt, Cairo |
| <i>TV Implementation.</i> | |
| ■ PlayHekayat Channel creation, implementation, hiring employee and consultancy of content Acquisition (Arabic Drama). | |
| Fenoon – TV Consultants. | Egypt, Cairo |
| <i>TV automation upgrade.</i> | |
| ■ Fenoon Satellite Channels graphics automation system upgrade. | |
| 5 Feb to 2 Mar, 2006 | PCU - SPAN Consultants. Egypt, Cairo |
| <i>Web Designing training / Database Designing training</i> | |
| ■ Training teachers of effective school in Egypt to know how to build online and dynamic Web Site with database analysis and ASP Programming. | |
| Aug 17, 2006 | PCU - SPAN Consultants. Egypt, Cairo |
| <i>Web Designing</i> | |
| ■ Design and program and hosting and administrator the span middle east and north Africa web site http://www.span-mena.com | |

PRESS & THOUGHT LEADERSHIP

Al Alam Al Youm 1996 - 1998

Weekly Technology Columnist - "Business on the Net"

- Wrote a fixed weekly (Sunday) column covering business on the internet, and was profiled as an early e-commerce security expert.
- Covered CyberCash and SSL/128-bit encryption, online banking systems, ISP throughput optimization (MTU/TCP tuning), dynamic digital advertising, and automated real-time news aggregation software (PointCast).

Washwasha Report 2012

Interviewed as Channel Manager, Play Movies

- Interviewed about founding and directing a fully licensed foreign movie broadcast channel on Nilesat - negotiating compliance and broadcasting rights with international production studios, establishing high-definition transmission standards, and structuring commercial partnerships (e.g., Media Line).

LANGUAGE

Arabic: Mother Tongue

English: Read, write and speak Fluently.

