

1. Professional Resume

WAEEL FOAD KAHLA

Location: Villa 130, Compound Utopia, Palm Hills, Egypt

Phone: +2 0111 0013000 | **Email:** wael.kahla@wkahla.org

LinkedIn: [linkedin.com/in/wael-f-kahla-90791727](https://www.linkedin.com/in/wael-f-kahla-90791727)

PROFESSIONAL SUMMARY

Visionary and results-driven Director of AI and Digital Risk Solutions at Beyond Data (UAE), with over 25 years of experience spanning AI-driven digital security, digital presence protection, broadcast media infrastructure, OTT platform architectures, and digital content strategy. Leads international projects that safeguard the digital presence and reputation of high-profile organizations across government, banking, and corporate sectors - including top security entities on highly confidential mandates. A proven CEO and CTO with a track record of success in the broadcast media industry, he founded Core Media and InTV (today WATCH IT), and later KahlaiTech and Praesidium- combining engineering excellence, AI-driven automation, and digital intelligence to address modern security challenges.

CORE COMPETENCIES

- **Executive Leadership:** Digital Presence Protection, Strategic Business Planning, Cross-Border Operations Management, Budgetary Flow Control.
- **Media & Digital Infrastructure:** OTT/SVOD Systems Architecture, Tapeless System Design (MAM/Central Storage), Broadcast & Studio Integration (SDI & IP/IT networks).
- **Security & Intelligence:** Deep & Dark Web Threat Identification, Anti-Scam/Phishing Operations, Social Media Brand Protection.
- **Software & Systems Integration:** UI Development, AI Data Integration, Large-Scale Automation Programming Analysis.

PROFESSIONAL EXPERIENCE

Director, AI and Digital Risk Solutions

Beyond Data UAE (Based in Cairo, Egypt) | 2021 – Present

- Lead the service delivery team specializing in Digital Presence Protection and Social Media Intelligence, protecting enterprise brands from multi-channel threats, phishing scams, and digital impersonation.
- Direct dark and deep web intelligence operations to proactively mitigate infrastructure risks.
- Successfully manage global project lifecycles across high-stakes verticals, including

aviation, healthcare, finance, and government systems.

Co-Founder & Chief Executive Officer (CEO)

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

- Architected the foundational technical configurations and strategic business blueprints during the early-stage development of the **Watch -it Platform** (SVOD).
- Designed a highly optimized media operations model that drastically reduced production costs while retaining premium market competitiveness.
- Produced highly impactful national media initiatives, including the *Human Rights* and *New Egyptian Achievements* campaigns, alongside the first original digital drama series in the region (*Hishmat in White House*).
- Engineered the **CoreTV Digital Platform**, establishing a fully featured SVOD ecosystem across iOS, Android, Smart TV, and PC environments.

Chief Technology Officer (CTO) & Channel Manager

Al-Nahar TV Network — Cairo, Egypt | 2011–2018

- Oversaw comprehensive engineering operations for 3 main studios, master control rooms (MCR), and playout facilities.
- Designed and deployed the network's automated Media Asset Management (MAM) and tapeless central storage systems, radically minimizing manual human error.
- Managed content acquisition pipelines, developed operational budgets, and established rigorous Quality Control (QC) frameworks across the network's entire IT and broadcasting matrices.

Operations Manager / Head of Broadcast Graphics & Technical Director

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

- Architected automated, high -efficiency on -air graphics systems (BrainStorm and Publitrone) to rapidly build and launch channels like Melody Drama and Melody Drama 2 in under a month.
- Coordinated developer squads to ensure absolute harmony between complex backend script logic and front -end UI expectations.
- Designed prominent brand identities, corporate logos, and coordinated multi -platform web/TV assets across regional divisions.

Early Career Progression

- **Senior Web Designer / Team Leader** | MenaNet Communication S.A.E. (2001 – 2003)
- **Project Supervisor** | Way Out (1998–2001) – Managed web asset creation for premier enterprise brands, including Vodafone Egypt, Porsche Egypt, and the Arab African

International Bank.

- **Creative & Computer Graphics Consultant** | Promoseven Egypt (1996– 1998) – Executed campaigns for global giants including Microsoft, Coca -Cola Egypt, Boeing, and General Motors.

PRESS & THOUGHT LEADERSHIP

Al Alam Al Youm (Egyptian Daily) | Weekly Technology Columnist | 1996 - 1998

Wrote a fixed weekly (Sunday) column, "Business on the Net," covering e-commerce security (CyberCash, 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 (Entertainment Magazine) | Interview | 2012

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

EDUCATION & CREDENTIALS

- **Bachelor of Mechanical Design & Production Engineering**
Cairo University – Faculty of Engineering (Graduated July 1997 | Awarded Excellence in Degree Project)
- **Accredited European Commission (EC) Consultant** (Expertise in EC Delegation Rules and Regulations)

TECHNICAL SKILLS MATRIX

- **Automation Languages:** Deep structural understanding of PHP, HTML/CSS, ASP, C++, and Visual Basic.
- **Broadcast Systems:** Tapeless workflow design, Centralized Storage Systems, SDI Signal & IP/IT network hybridization, On-Air Automation (BrainStorm Estudio, Publitrone Systems).
- **Design & Multimedia Suites:** Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere), 3ds Max, Final Cut, and various advanced sound/video editing packages.

LANGUAGES

- **Arabic:** Native / Mother Tongue.
- **English:** Full Professional Fluency (Read, Write, Speak).

2. Professional Biography

Wael Foad Kahla is a highly accomplished corporate executive, technical architect, and enterprise security strategist with over two and a half decades of experience designing and protecting forward-thinking digital infrastructures. Graduated from Cairo University with a degree in Mechanical Design & Production Engineering, Wael masterfully bridged the gap between pure engineering logic, software development, and modern multimedia design early in his career.

Throughout his distinguished career, Wael has held definitive leadership roles across the Middle East's digital and media frontiers. As the CTO of Al-Nahar TV Network and Head of Broadcast Media & Graphics at Melody Entertainment, he completely revolutionized traditional broadcasting workflows by replacing outdated setups with fully automated, tapeless Media Asset Management (MAM) architectures. His deep technical foresight proved vital as the Co-Founder and CEO of Core Media, where he developed the technical framework that birthed **WATCH IT**, Egypt's premier SVOD digital streaming platform.

Wael's expertise extends well beyond media automation. As an Accredited European Commission Consultant, he balances rigorous corporate governance with sophisticated technology integrations. Today, he serves as the Director of AI and Digital Risk Solutions at Beyond Data. In this capacity, Wael protects international brands, government sectors, aviation networks, and financial institutions against the modern dark web landscape, executing high-tier cyber intelligence operations that shield organizations from brand impersonation, phishing, and multi-channel digital vulnerabilities. Wael lives in Egypt, steering regional technology advancements from his base in Cairo.