

Mr. Shadi Banna
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Shadi Banna is the founder of Potential.com, a global innovative social enterprise that supports job creation by enhancing business skills of individuals helping them startup, expand their businesses or enhance their corporate career. The company achieves that through practical blended learning programs delivered in the form of multilingual Massive Online Open Courseware (MOOC) reaching millions around the world.

Prior to that Shadi had an extensive career in the Information and Communications Technology fields, working for Fortune 500 organizations like HP & NCR across various emerging markets, facilitating the expansion and development of these multinationals and their local partners in these markets.

Shadi is passionate about entrepreneurship, innovation and people development where he strives to empower millions of people with essential skills that could help transform their lives for the better.