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Kevin Massoudi completed his medical training in Johannesburg, South Africa with multiple master's degrees from Imperial College Business School (UK) and Johns Hopkins School of Medicine & School of Public Health (USA). He currently leads Public Sector Engagement, BD and Access to Care at Siemens Healthineers for the Middle East and Africa region, based out of Dubai, UAE.

He has held several global strategic positions for healthcare companies in the US, UK and Switzerland and has worked extensively across Africa and the Middle East. He has worked on several technology start-ups and consulted on digital health for many major global medical device companies.

He is a fellow of the Charter Management Institute (UK) and of the Institute of Healthcare Management (UK) as well as a member of the American Medical Informatics Association and the Institute of Directors in South Africa.