

Mr. Osman Sultan
Chief Executive Officer
Du

Osman Sultan was named Chief Executive Officer of Emirates Integrated Telecommunications Company PJSC (du) in January 2006. His vision of creating a telecommunications company that would transform the UAE's industry monopoly, while adhering to its values and delivering on its promise, has since manifested to form one of the region's most vibrant success stories.

Under Sultan's guidance, du's starting team has expanded to a corporate family of more than 2000 colleagues, with a network of du Shops and 5000 affiliated retailers across the UAE. The company's rapid growth success includes an ever-increasing customer base of more than five million mobile customers and a market share of close to 50 per cent in less than five years; company profits within two years of operations, and a focus that is as people-centric as it is driven by providing the best value and adding life to life. du was also the first telecommunications company in the UAE to release a Sustainable Development Report, the first edition of which was launched in October 2011. Additionally, du ranked first in the S&P/Hawamah Environmental, Social and Corporate Governance (ESG) Index 2011. The ranking comes as a result of the telecommunications company's sustained efforts to enhancing corporate governance standards within the company and community.

Having joined the telecommunications industry in 1983, Sultan's experience in the field is varied and covers operations in Europe, North America and the MENA region. He has held management positions in sales, marketing and customer services, as well as leadership roles in four of the world's largest telecommunications companies:

The Orange Group in Europe; Questel Orbit Inc in the USA; France Telecom Group in France, and the Egyptian Company for Mobile Services (MobiNil) which he founded in 1998 and continued head it for 7 years.

As a recognised industry leader, he has been invited to address several conferences on Telecommunications, Digital World, IPTV and Internet in the Middle East and beyond. He has also mentored a generation of key telecom sector players, who have gone on to occupy leadership roles across the world.

His drive and acute business acumen has earned him several industry accolades. To name a few:

- Recognized as one of the '30 Most Influential People in the GCC' according to Business Pioneer Magazine (2012)
- Selected as one of the most powerful executives in the telecoms industry on GTBPower100 List in both 2010 and 2011
- Named the CEO of the Year – Telecommunications, at the 4th CEO Middle East Awards (2011)
- Master Class CEO of the Year, organized by the GCC Chamber of Commerce and Industry (2010)
- MEComs Lifetime Achievement (2009)

- MENA Cristal Media Man of the Year for his wealthy contribution to the world of digital media and content (2008)
- Man of the Year award from the Professional Electronic Information Services Community in France (1996)
- The Best Web Site - Legal Product from the American Information Association (1996)