

MAHMOUD IBRAHIM ELHEFNAWI

Founder, CEO & Framework Creator

Enterprise Transformation Executive



Enterprise Transformation • Business Architecture
Operational Excellence • AI



“ Helping organizations design,
transform and scale the businesses
they were meant to be.

 **30+**
YEARS

Executive leadership
across Egypt & GCC

 **\$50M+**
BUSINESS IMPACT

Growth, transformation
& value creation

 **95%**
FIRST TIME FIX

Service excellence
& customer satisfaction

 **55%**
PROFIT MARGIN

Service operations
transformed to profit center

 **PSLF™**
FRAMEWORK CREATOR

Proprietary frameworks
& playbooks

 **EGYPT • KSA
GCC**

Regional experience
& global outlook



**ENTERPRISE
TRANSFORMATION**

From strategy to sustainable
business performance



**BUSINESS
ARCHITECTURE**

Designing integrated business
models and operating systems



**OPERATIONAL
EXCELLENCE**

Driving efficiency, quality
and customer value



**AI-ENABLED
BUSINESS**

Smarter decisions, faster
insights, better outcomes

EXECUTIVE SNAPSHOT

30+ YEARS Executive leadership across Egypt and GCC	FOUNDER & CEO OpexEdge Business Architecture & Enterprise Transformation	FRAMEWORK CREATOR PSLF™ and Zero-to-Scale Blueprint
TRANSFORMATION Strategy, operating model, governance and execution	AI-ENABLED Diagnostics, reporting, planning and decision support	MULTI-SECTOR Manufacturing, retail, services, supply chain and consulting

EXECUTIVE PROFILE

Founder and CEO with more than three decades of leadership experience driving enterprise transformation across manufacturing, retail, supply chain, after-sales services and management consulting. Founded OpexEdge to help organizations design, transform and scale sustainable businesses by integrating strategy, business architecture, operational excellence, governance, digital technologies and artificial intelligence into a unified operating model.

Creator of the Product & Service Lifecycle Framework (PSLF™) and the Zero-to-Scale Product & Service Lifecycle Blueprint. Recognized for building transformation systems rather than isolated improvement initiatives, converting complex operational challenges into measurable business, customer and organizational outcomes.

EXECUTIVE IMPACT

Business Growth & Profitability

Built and transformed service operations into profit-generating businesses; delivered approximately 10% annual revenue growth and a 55% profit margin in a major regional retail-services environment.

Customer & Service Excellence

Achieved 95% first-time-fix performance, 12-hour service response and 90% customer satisfaction through operating-model redesign, performance governance and nationwide execution.

Enterprise Excellence

Led Lean, Six Sigma, quality, KPI governance and business-excellence programs; contributed to national-level excellence recognition and enterprise-wide improvement systems.

AI-Enabled Transformation

Applied AI to assessment, diagnostics, executive reporting, planning and decision support, increasing the speed and quality of consulting and transformation work.

Methodology & Thought Leadership

Created proprietary frameworks, playbooks and toolkits that connect strategy, product and service lifecycle decisions, operating execution and scalable growth.

CORE EXECUTIVE CAPABILITIES

- | | | |
|------------------------------------|------------------------------------|------------------------------------|
| • Enterprise Transformation | • Business Architecture | • Operating Model Design |
| • P&L and Profit-Center Leadership | • Strategy-to-Execution Governance | • Operational Excellence |
| • Customer Experience | • After-Sales & Field Service | • Supply Chain & Service Logistics |

CAREER JOURNEY

Founder & CEO

OpexEdge — Business Architecture & Enterprise Transformation | Egypt / GCC

Website: <https://opexedg.com>

Founded and developed a transformation platform that helps organizations move from fragmented initiatives to integrated, scalable business systems.

- Created the Product & Service Lifecycle Framework (PSLF™), linking strategy, market needs, development, operations, commercialization, service, performance and end-of-life decisions across one governed lifecycle.
- Created the Zero-to-Scale Product & Service Lifecycle Blueprint to guide organizations from strategic intent and business-model design through validation, execution, growth and scale.
- Developed AI-enabled assessment, diagnostics, reporting and planning methodologies for business, operations, supply chain, warehousing, quality and executive decision support.
- Built OpexEdge methodology, toolkit, publication and authority-content platforms to convert transformation knowledge into practical implementation systems.
- Advised organizations and leaders on business architecture, operational excellence, performance governance and scalable transformation.

Founder & Chief Executive

Mopilya — Furniture & Smart-Living Startup | Egypt

Website: <https://mopilya.com>

Founded and developed a furniture startup designed to combine product innovation, customer experience, digital commerce and scalable operating architecture.

- Built the venture concept, value proposition, business model and commercialization roadmap from an early-stage idea.
- Designed the product portfolio, customer journey and operating model for a technology-enabled furniture business.
- Developed investment logic, growth scenarios and scale-up requirements while balancing capital constraints and market risk.
- Applied product-lifecycle, supply-chain and operational-excellence thinking to connect design, sourcing, fulfillment, installation and after-sales service.

- Used the startup as a practical laboratory for Zero-to-Scale business architecture and founder-led enterprise transformation.

Services Manager

United Electronics Company (eXtra) | Saudi Arabia / GCC

Website: <https://www.extra.com>

Led the transformation of large-scale after-sales operations from a support function into a customer-focused profit center combining commercial growth, operational execution and service excellence.

- Delivered approximately 10% annual revenue growth while achieving a 55% profit margin.
- Achieved 95% first-time-fix performance, a 12-hour service response and 90% customer satisfaction.
- Led nationwide, cross-functional operations spanning field service, technical support, customer care, service logistics, planning, quality and warranty coordination.
- Established KPI governance, operating standards, performance reviews and continuous-improvement disciplines across the service network.
- Developed scalable service propositions and profit-center thinking, including delivery, installation, protection and smart-product support capabilities.
- Balanced customer experience, productivity, cost, quality and revenue objectives in a high-volume retail environment.

Business Excellence Section Head

Mercedes-Benz Egypt | Egypt

Website: <https://group.mercedes-benz.com>

Led business-excellence, production-system and performance-improvement initiatives within a premium automotive manufacturing environment.

- Contributed to the organization's achievement of the Egyptian National Award for Excellence.
- Implemented and sustained Mercedes-Benz Production System principles, connecting standards, problem solving, performance management and continuous improvement.
- Led ISO, quality-management and business-excellence initiatives supporting governance, compliance and operational discipline.
- Built KPI and review mechanisms to improve visibility, accountability and execution across functions.
- Facilitated Lean, root-cause analysis and structured improvement programs across manufacturing and supporting operations.

Customer Service Country Manager

Carrefour Egypt | Egypt

Website: <https://www.carrefour.com.eg>

Led country-level customer service operations in a complex retail environment, maintaining service continuity while improving efficiency, governance and customer experience.

- Directed customer-service standards and execution across a nationwide retail network.
- Led teams through significant operational disruption and high-pressure business conditions.
- Improved service consistency, escalation management and cross-functional coordination.
- Balanced customer expectations, operating cost and commercial priorities at country level.
- Built management routines and accountability mechanisms supporting reliable front-line execution.

Senior Engineer

LG Electronics Egypt | Egypt

Website: <https://www.lg.com>

Built the technical and managerial foundation for a career in transformation through hands-on manufacturing, quality and industrial-engineering leadership.

- Applied Lean, Kaizen, quality-management and industrial-engineering practices within electronics manufacturing.
- Supported production planning, process improvement, problem solving, productivity and quality initiatives.
- Developed early expertise in translating technical issues into structured operating solutions.
- Built the practical shop-floor perspective later used to lead enterprise and service transformation.

SIGNATURE WORK & INTELLECTUAL PROPERTY

Product & Service Lifecycle Framework (PSLF™): An integrated management framework governing products and services from opportunity and strategy through design, execution, commercialization, service, performance and end-of-life.

Zero-to-Scale Product & Service Lifecycle Blueprint: A structured transformation blueprint covering strategy, business model, market validation, product development, operations, sales, growth and scale. [View service evidence](#)

OpexEdge Methodology Series: A growing body of executive methodologies, implementation guides and authority publications spanning operational excellence and enterprise transformation.

OpexEdge Transformation Toolkits: Practical tools, assessments, dashboards, templates, checklists and governance mechanisms designed for implementation rather than presentation only.

AI-Powered Executive Assessment Methods: AI-assisted diagnostics, reporting, planning and decision-support workflows used to accelerate analysis and strengthen executive decisions.

PUBLICATIONS & THOUGHT LEADERSHIP

- Founder and principal author of the OpexEdge Methodology Series.

- Author of executive articles and practical guides on strategy, lifecycle governance, operational excellence, manufacturing, supply chain, service, customer experience, AI-enabled business and transformation.
- Author and developer of the OpexEdge Product & Service Lifecycle Framework book, professional toolkit, figure library, workshop package and certification architecture. [View book on Amazon](#)
- Contributor to business-excellence assessment methodology and organizational-performance thinking.

SELECTED EVIDENCE

Published Book: OpexEdge Product & Service Lifecycle Framework — [Amazon publication](#)

Transformation Service: Zero-to-Scale Product & Service Lifecycle Blueprint — [OpexEdge service page](#)

EXECUTIVE LEADERSHIP PROPOSITION

Mahmoud Elhefnawi brings a rare combination of shop-floor understanding, country and regional operational leadership, profit-center transformation, enterprise excellence and methodology creation. His leadership approach connects strategic intent to operating reality, builds accountable management systems and leaves organizations with repeatable capabilities—not temporary improvement campaigns.