Expertise:

- +25 years consulting experience
- Healthcare Strategy
- Transformation Strategies and implementation
- Digital Health
- Digital Hospital implementation
- Human Experience
- Health Innovation

Education and Certifications:

- Executive Leadership, Harvard Business School
- BSc (Hons) in Electronic Engineering

Languages:

- Arabic
- English

Lina Shadid

Middle East Health Industries Lead Partner

Executive Summary

Lina Shadid began her consulting career in 1994. Since then she has held a series of positions, most recently as the Health Industries Lead Partner at PwC, Middle East. Prior to that, she was the Vice President for an 80B. corporate as the Global Healthcare and life science Centre of Competence serving a number of global healthcare clients. Her responsibilities included setting business and strategic direction, market prioritization and operations for the global healthcare CoC in addition to serving as lead consulting partner for several clients in both public and private healthcare sector.

Throughout her professional career, Lina has focused on developing transformation strategies, operational improvement projects and large public and healthcare transformation and digitisation programs. Her prime focus is on digital health strategies, digital hospital implementations, HIE and Patient experience all underlying innovation, data and AI. Before assuming her current position with PwC, Lina held several executive positions leading the public sector, government and healthcare where she established the Healthcare Business for IBM in the Middle East and Africa since 2009.

As an Industry Academy Member, Lina's focus is on health transformation, patient engagement and AI enabled health and social care coordination.

Lina has a special interest in promoting innovation culture, better healthcare for everyone and women empowerment in the region.

Relevant Experience

Over the last few years, Lina has worked with a number of Healthcare providers, payers and regulators in the Middle East and globally. Her client list includes, Cleveland Clinic Abu Dhabi, Ministry of Health Saudi Arabia, Norwegian Department of Health, CC London, American Hospital Dubai, Dubai Health Authority, MOH UAE and several others across the region and globally.