



Dr. Amir El Araby, DBA

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EXECUTIVE PROFILE

FINTECH & WEB3 EXECUTIVE | BLOCKCHAIN INFRASTRUCTURE | DIGITAL ASSETS STRATEGY

Fintech and blockchain executive with 25+ years across financial markets and 10+ years focused on digital assets, Web3 infrastructure, and cross-border ventures across the Middle East.

Doctorate-qualified strategist specializing in building financial ecosystems, launching blockchain-enabled platforms, and advising institutions on digital transformation across trading, payments, and tokenized economies.

Recognized for bridging traditional finance with decentralized technologies, leading multi-market initiatives across fintech infrastructure, digital asset ecosystems, and cross-border education and innovation platforms.

EXECUTIVE HIGHLIGHTS

- 25+ years across capital markets, including 10+ years in fintech, blockchain, and digital asset ecosystems.
 - Leadership roles spanning UAE, GCC, and international markets.
 - Architect of blockchain and digital asset strategies for brokers, fintech operators, and emerging ventures.
 - Built and advised multi-market fintech and digital asset initiatives across UAE and GCC.
 - Experience working with royal-backed and institutional ventures in the UAE.
 - Doctorate-qualified strategist in business administration.
 - MBA in Blockchain Management with focus on digital transformation and Web3 ecosystems.
 - Frequent advisor on fintech innovation, blockchain adoption, and digital asset strategy in the MENA region.
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CORE EXPERTISE

- Blockchain Strategy & Web3 Ecosystems
 - Digital Asset Ecosystems
 - Fintech Infrastructure Development
 - Digital Assets & Tokenization
 - Cross-Border Market Expansion
 - Strategic Partnerships & Advisory
 - Trading & Capital Markets
 - Financial Education & Thought Leadership
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PROFESSIONAL EXPERIENCE

Co-Founder & Managing Director: ILCA (International Learning & Cultural Academy) Japan / UAE / Global | 2024 – Present

Co-founded an international education and training group headquartered in Japan, focused on global academic mobility and technology-enabled learning.

- Leading cross-border expansion across Asia and the Middle East.
- Building partnerships with academic institutions and government stakeholders.
- Driving initiatives that bridge education and technology.

Managing Director – Blockchain Strategy | Sky Option Dubai | 2025 – Present

Leading blockchain and digital asset initiatives across brokerage technology and liquidity infrastructure.

- Spearheading Web3 integration across trading and financial platforms.
- Designing blockchain-enabled services for brokers and fintech operators.
- Advising on digital asset infrastructure, tokenized ecosystems, and Web3 market positioning.

General Manager | Reyana Trading & E-Commerce Dubai | 2022 - 2025

Led operations for a royal-family-backed venture focused on regional commerce and digital expansion.

- Oversaw strategic growth and business development initiatives.
- Managed digital transformation initiatives and cross-border commercial growth.
- Led operational scaling across trading and digital channels.

Head of Trading & Financial Advisory | Sky Option IT Solutions

2021 – 2022

Directed trading strategy and advisory services across multi-asset markets, including FX and crypto.

- Delivered institutional-level market advisory.
- Built trading frameworks for brokers and high-net-worth clients.

Financial Advisor | FSG Holding

2019 – 2021

Advised a financial services group active in FX brokerage, crypto exchanges, and investment solutions.

- Supported expansion into digital assets and emerging fintech verticals.
- Worked across brokerage and blockchain-related initiatives.

Financial Advisor | Diwan Global

2016 – 2019

Provided strategic advisory across brokerage and crypto-related ventures, supporting market expansion and product positioning.

Founder & Chief Market Strategist | FxComment Financial Markets

2015 – 2016

Founded a financial markets analytics platform focused on market intelligence, financial education, and trading insights.

Chief Technical Strategist & Head of Global Training | ICN Financial Markets

2009 – 2015

- Developed global trader education programs.
- Delivered technical strategy frameworks across multiple markets.

Earlier Career

Held progressive roles in FX and financial markets analysis between 2000 and 2008, building foundational expertise in capital markets and trading systems.

EDUCATION

Doctorate of Business Administration (DBA)

UCAM Universidad Católica de Murcia, Spain - 2025

MBA in Blockchain Management

Guglielmo Marconi University, Italy - 2022

Bachelor's Degree

Cairo University- 1996

PROFESSIONAL AFFILIATION

- Society of Technical Analysts (STA), London.
 - Egyptian Society of Technical Analysts (ESTA).
 - Chartered Management Institute (CMI), UK.
 - Consultant, The International Union for Training & Development (IUTD).
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Languages:

- Arabic: Native
- English: Fluent