



Sharif El Badawi

Sharif is a serial entrepreneur and technology executive, who currently serves as a partner to VCs and startups at Google. In his role, he works with top tier VCs and their most promising startups on a 'One Google' approach. Over the last five years, he was the Head of Performance Solutions Activation team where he was responsible for the commercialization of Google's performance advertising products and solutions which cover Mobile, Search and Display. In his role, he focused on helping the world's largest advertisers reach their marketing objectives, and worked with Google's product and engineering teams to provide guidance on the needs of marketers.

Prior to this role, Sharif was focused exclusively on mobile and helped clients plan and execute best-in-class mobile strategies. He joined Google as part of the company's acquisition of AdMob, the world's largest mobile ad network, where he co-founded their performance sales team and pioneered their mobile syndication product. Before AdMob, Sharif founded or co-founded several start-ups in consumer Internet, social, video and mobile.

Sharif is passionate about helping people and has more than eighteen years of experience in product, marketing, sales and operational functions. He has advised hundreds of companies on their digital go-to-market strategies, and is an active angel investor, advisor and mentor to several start-ups. Sharif currently lives in the Bay Area with his wife and three children. He earned his bachelors degree in Neuroscience and Philosophy from UCLA and an MBA from UC Irvine's Merage School of Business.