

## **Augnito appoints Hamza Moftah as Associate Vice President of Sales**

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**Bringing over 18 years of private and public sector digital health transformation expertise**



Mumbai-based startup Augnito has announced the appointment of Hamza Moftah as Associate Vice President of Sales. In this role, Moftah will leverage his extensive experience to augment and lead Augnito's growth in the Gulf Cooperation Council (GCC) healthcare ecosystem.

Moftah brings over 18 years of private and public sector digital health transformation expertise across the EMEA (Europe, Middle East and Africa) region.

Built on the bedrock of nearly a decade with Oracle Health (Cerner), his career spans management consulting roles at firms such as PwC and EY, as well as significant positions in leading regional digital health and medtech startups like Brighter and Okadoc.

Moftah's specialties encompass a wide range of areas, including Digital Health Startup Partnerships (B2B2C), Consumer Digital Health, Virtual Care, Health Information System/Electronic Health Record Implementation, and IT Strategy with Roadmap.

Rustom Lawyer, Co-Founder & CEO of Augnito, expressed his enthusiasm for Hamza's appointment, stating, "The GCC region is of paramount importance to us as AI innovators. Hamza's deep understanding of the digital health landscape and

his ability to drive impactful change will be instrumental in our mission to empower clinicians, ensure the highest levels of quality and precision in documentation and administration, and improve patient outcomes in the region."