

BCG appoints Francesco Bosi as Managing Director and Partner in Egypt

Cairo, 5 July 2026 – Boston Consulting Group (BCG) has appointed Francesco Bosi as Managing Director and Partner in its Cairo office, marking a significant milestone in his career and reflecting the company's continued investment in strengthening its work across key sectors in Egypt and the wider continent.

Francesco's appointment reflects a strong track record of dedication and consistent performance. Having joined the firm a decade ago, he has spent most of his career working across Africa, including key roles in markets such as Morocco and Egypt, where he has contributed to BCG's growth. Francesco brings a depth of understanding of regional dynamics and extensive experience in supporting organisations through complex transformation journeys.

Bassem Fayek, Managing Director and Partner, Head of BCG Egypt, said "Francesco's appointment reflects both his solid contribution to the firm and the trust he has built with clients and colleagues over the years. He brings a thoughtful, forward-looking approach to leadership, combining a strong understanding of our clients' complex challenges with deep regional experience. We are confident he will continue to play a key role in strengthening our work in Egypt and supporting the next phase of growth for the office."

Lisa Ivers, Managing Director and Senior Partner and Head of BCG Africa, added: "Francesco represents a new generation of BCG leadership in Africa; deeply connected to local realities and closely attuned to our clients' most pressing priorities. His promotion underscores our ongoing commitment to strengthening leadership across the region, as we continue investing in talent that can deliver lasting impact for our clients and communities across the continent."

Commenting on his appointment, Francesco said: "This milestone is incredibly meaningful to me, not only for what it represents, but for the journey that led me here. It has been shaped by years of learning, growth, and collaboration, and I feel incredibly grateful for the experiences and the opportunity to be part of this journey."

In his new role, Francesco will focus on helping organisations unlock greater impact, with a particular emphasis on artificial intelligence (AI). He is passionate about supporting leaders in adopting AI in a way that is both impactful and responsible, ensuring that technology is implemented in ways that complement and strengthen human capabilities.

He highlights two key areas where AI is set to redefine business performance: AI-enabled decision-making for executives, including the use of intelligent agents and data-driven insights, and the reimagining of core business processes through AI-first approaches. By combining these capabilities, Francesco aims to support clients in achieving sustainable, long-term value creation.

Francesco also sees significant opportunity in Egypt's evolving economic landscape. With its large and growing consumer market, strategic geographic positioning, and renewed momentum for growth and innovation, the country presents a solid platform for businesses looking to expand and compete on a regional and global scale.

"There is a strong foundation in Egypt to drive meaningful transformation," he said. "One of the most exciting opportunities lies in how local organisations can partner with global firms like BCG, leveraging our international expertise and local insight to unlock new avenues for growth, expansion, and long-term impact."

Internally, Francesco is focused on building on BCG Egypt's strong culture, fostering an environment defined by reciprocal trust, collaboration, and continuous development, while nurturing a high-performance culture where individuals are empowered to grow and excel.

His areas of expertise span artificial intelligence, transformation, industrial development, trade, and social impact, with a focus on helping organisations navigate complexity and deliver measurable results.

Beyond his professional achievements, Francesco is also an endurance athlete and musician. He is currently working towards completing the world's six major marathons and plays bass in a music trio, reflecting a well-rounded and disciplined approach to both work and life.

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