

Ruba El Afifi

Chief Operating Officer

Executive MBA, B. Com



Ruba El Afifi manages MedAdvisor operations and the Australian Technology and Product team, and the global people and culture strategy.

She has played a central role in driving operational excellence for MedAdvisor since joining the organisation in 2018.

Ruba is a commercially astute strategic executive with over 20 years' experience in both large and mid-entrepreneurial organisations. In addition, Ruba brings a wealth of industry experience gained in IT, finance and professional services with significant experience in commercial transformation, aligning people initiatives, business strategy and creating a performance culture.