



**Tarik Elazzouzi**  
**Co-founder and CEO, CogTalk**

Tarik Elazzouzi is co-founder and CEO of CogTalk, a leading general AI advisory and full implementation company headquartered in Dubai. CogTalk serves major private and government clients in the UAE and abroad in various sectors – e.g. telco, retail and investment banking, hospitality, healthcare, media, e-gov, municipalities, police, etc. CogTalk won Forbes’s top 50 startups in MENA, was selected by the Dubai Future Accelerator as a partner for Etisalat, and won

the SEFFY award for best startup in the UAE in 2017. Before co-founding CogTalk, Tarik was Group COO of PCCI – a multi-national Business Process Outsourcing (BPO) company with operations in 15 countries and ~10K staff. Prior to that, Tarik was a consultant in McKinsey&Co’s Dubai office. He is a 12D INSEAD, which he obtained after a technical career in Silicon Valley and other parts of the US with various tech and industrial companies.

For contact, you can reach Tarik at [Tarik@cogtalk.com](mailto:Tarik@cogtalk.com)