



## Mohammad Al Droubi

Entrepreneur, Algorithms & Digital Marketing Expert

Syrian - United Arab Emirates

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## Who is Mohammad Al Droubi

Mohammad Al Droubi is a Syrian telecommunications and algorithms engineer who has transitioned into a successful tech entrepreneur. With over 15 years of experience, his career includes roles at major global technology companies like Nokia and Ericsson before he shifted his focus to building his own ventures. He is currently based in Dubai, United Arab Emirates, where he is a recipient of the Golden Visa for entrepreneurs and talented individuals. Al Droubi is the founder of three key companies: Appers.tech, a cloud computing and application development firm; ShararaMedia.com, a marketing agency specializing in viral content creation; and Mylifeyapp.com, a franchise-based application. Through his ventures, he has contributed to the launch of over 60 applications across 25 countries. His content and training programs are centered on empowering employees and young professionals to start their own "side hustles." Drawing from his experience of founding more than 13 personal projects, he teaches practical strategies in marketing, sales, and business psychology to help others achieve financial independence.

## Achievements of Mohammad Al Droubi

Mohammad Al Droubi founded Sharara Media, a specialized viral marketing agency that has helped local and international brands achieve massive reach and organic sales without paid advertising. The company's business model was inspired by his personal success, where he generated over 13 million organic views for his own content within a single month, completely free of charge. He launched an intensive training program focused on entrepreneurship and side hustles. The program consists of nine distinct stages designed to teach participants practical strategies for business idea generation, psychology-based marketing, negotiation, and viral content creation, drawing from his decade-plus of hands-on experience in launching ventures. Al Droubi successfully established Appers.tech, a company providing cloud computing services and electronic project development, alongside the Lify application. These ventures, combined with his contribution to launching dozens of applications globally, have cemented his status as a tech entrepreneur and earned him the prestigious Golden Visa in the UAE.

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