



Sherif Barrad, is a partner in Digital and Emerging Technologies and leads Emerging technologies for Canada. In his role, he acts as an SMR across the Americas for AI technologies and oversees the end-to-end delivery of programs.

With 20+ years of experience in delivering transformation programs across various sectors, Sherif helps clients embrace new technology such as AI, ML, Deep Learning, Generative AI and Quantum. Prior to joining EY, Sherif led the “Connected & Cognitive Supply Chain” practice for the world’s largest technology company (IBM).

Sherif holds an MBA from the Massachusetts Institute of Technology (MIT) and a PhD with a specialization in Algorithms and Artificial Intelligence. He’s also a non-provisional patent holder with the US Patent & Trademarks Office (USPTO).