

Hesham's Story On.... A Personal Pursuit to Democratise Access to Knowledge



Hesham's journey begins with his father - a man who would become his greatest hero. An obstetrician by trade, his father uprooted his young family from Egypt and brought them to the UK in search of better prospects. Hesham's childhood was marked by constant movement, a transient experience shaped by his father's pursuit of climbing up the corporate ladder. Years later, his father shared a painful truth: he'd spent his career pushing against an invisible barrier. Excellence, he learned, wasn't enough. The positions that mattered were decided in exclusive networks, among people who looked a certain way and belonged to particular circles.

While his father fought that battle, Hesham fought his own. Always being the new kid, the last picked for teams and invited to school lunch tables, he grew accustomed to life on the outskirts. But it was this very experience - his *and* his father's - that would later ignite something in him: a drive to amplify the voices that get overlooked, the talent that gets passed over, the people who are excellent but invisible.

"I always knew I wanted to be a doctor. My dad was my role model. I remember him talking about the NHS and the healthcare system and I was in awe of this incredible institution - I wanted to be part of it."

Hesham went on to specialise in paediatrics, choosing a hospital in Cairo for his elective placement - returning to the very hospital where his father had once worked. Early in his paediatric training, Hesham fell subject to a broken system, involved in a serious incident

where a child was administered incorrect medication. It changed Hesham - he became obsessed with understanding how to improve the quality of care, not just for one patient, but systemically. He armed himself with two master's degrees, Quality Improvement and Quality & Safety, and spent his career transforming healthcare quality from Birmingham's NHS to Oxford to Dubai Health in the UAE.

"I've always had an interest in system change. How do we build systems that are more resilient, that protect all participants? The tough part is designing systems where it's easier to do the right thing and harder to do the wrong thing."

Hesham envisioned healthcare professionals connecting around shared purpose, with knowledge flowing freely across geographies, professions, and institutions. As an active member of Q community - a network for health improvement across the UK and Ireland - Hesham was introduced by relationship manager Matthew Mezey to John Lodge, another frustrated member with big ideas of his own. Both had been wrestling with solutions to the same problem: knowledge locked away in networks and institutions, out of reach for those who could benefit from it. Hesham saw the moral case for democratizing knowledge through a timebank. John saw the business case through a marketplace lens. Together, they saw the whole picture. When they finally sat down together, the idea crystallized: Hexitime, a digital marketplace where users trade expertise using time as currency. **This timebank operates on a simple principle: one hour of anyone's time equals one hour of credit, regardless of what service they provide. Time-as-currency creates powerful network effects: every expert is also a learner, every transaction strengthens the ecosystem, and the model naturally attracts diverse talent that cash-based platforms exclude - expanding the addressable market exponentially.**

When John pitched the idea to his MBA professor at Warwick University, the response was unexpected: their concept was superior to the university's current collaboration platform, which was out for tender. They were encouraged to bid. Winning against an incumbent whose clients included NASA and HSBC gave them all the validation they needed - they were certainly onto something. At Q Exchange, the Q community's annual innovation event, they presented Hexitime and won overwhelming member support - earning more votes than any other pitch and securing much needed funding to build their platform.

"John and I share a mutual admiration for each other's values and integrity, allowing us to work so well together while respecting differing priorities or opinions. He sees my courage and conviction and isn't afraid to ask me the most difficult questions. In him, I see a reliable, trustworthy, honest partner, true to his word and someone I can count on completely."

While Hesham felt like he was simply 'career-ing', the dots were connecting. His experience as an outsider, his human approach to quality improvement, and his commitment to

amplifying unheard voices converged to create Hexitime. The platform has exceeded even their ambitious vision. Today, Hexitime's community has grown to over 4,500 users across the UK and UAE, with global adoption gaining momentum. Their innovation has been recognized with multiple awards, including the Greenwich Business Awards Innovation Award, the Patient Experience National Network Award, and most recently, the UK Enterprise Award for Most Innovative Skills Trading Platform 2025. Yet the true validation comes not from accolades, but from professionals connecting daily, trading expertise across borders and specialties.

Hesham is smashing the glass ceiling his father struggled against, ensuring the next generation won't measure their worth by who they know, but by what they can contribute. This faith, purpose, and impact-driven founder now witnesses the beautiful circularity of his vision - how knowledge passed from one person to another loops back through an ecosystem where today's learner becomes tomorrow's teacher, where expertise flows freely across borders and barriers, and where the outsiders he once stood among finally find their voices heard and their contributions valued.

Hexitime reimagines the architecture of opportunity itself, proving that when you democratize access to knowledge, you unlock human potential at scale. A ripple effect where every exchange strengthens systems, every connection multiplies impact, and thousands of interactions compound into a fundamental transformation in how the world learns, grows, and advances. In doing so, it offers nothing less than a new operating system for how the world shares expertise.