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## Tech Tycoon Zia Yusuf Leads Reform UK Government to boost efficiency

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Zia Yusuf, the tech entrepreneur turned political strategist, is leading Reform UK's new initiative to modernise local government through the proposed "Department of Government Efficiency", nicknamed "UK DOGE". The scheme, loosely inspired by efficiency models in the U.S. tech sector, aims to reduce waste and improve council performance, with Yusuf seen as a potential future party leader.

Yusuf, 38, previously served as chairman of Reform UK, overseeing a surge in membership and party organisation. During his tenure, party support rose steadily, with YouGov polls placing Reform in the mid-20s. His rise has been attributed to his business acumen and financial resources, having sold his luxury concierge app, Velocity Black, for a reported £31 million.

His tenure was briefly interrupted following a high-profile clash within the party. When Reform MP Sarah Pochin proposed a burqa ban during Prime Minister's Questions, Yusuf publicly criticised the idea as “dumb” and inconsistent with party policy. He resigned soon after, stating that his time was better spent elsewhere. However, within 48 hours, and with the support of party members and Nigel Farage, he returned to a new executive role focused on policy, media strategy, and fundraising.

The UK DOGE project began in local councils where Reform UK holds seats or influence, including Kent and Lancashire. It employs artificial intelligence tools, data analysts, and forensic auditors to identify inefficient spending and propose targeted reforms. Yusuf clarified that while the project draws loose inspiration from Elon Musk's approach, it has been designed specifically for UK governance challenges.

Despite promising early rhetoric, the initiative has already faced turbulence. Its first operational director, Nathaniel Fried, resigned, citing unease with the political direction of the programme. His exit raised questions about DOGE's long-term viability, though Yusuf insists the programme must remain data-driven and non-partisan.

Critics have described the scheme as political theatre, warning that an emphasis on cost-cutting could risk underfunding vital services,

including adult social care and special educational needs support. Still, Yusuf's leadership style, disciplined, results-oriented, and pragmatic, continues to attract attention.

If Reform UK gains traction in national politics, observers suggest Yusuf could be in line for a top cabinet post, potentially Chancellor of the Exchequer. For now, his influence within the party remains strong, and the success or failure of UK DOGE may well determine Reform's credibility on governance.