

Katlyn Alexander Appointed as New CEO of Qvest in North America

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Cologne, Germany / Los Angeles, CA, September 29, 2026 – Qvest, a global leader in media-focused services, today announced the appointment of Katlyn Alexander as Chief Executive Officer (CEO) for Qvest in North America, effective August 16, 2026. Alexander, who previously served as Chief Operating Officer (COO) of Qvest in the US, succeeds the Founding Partners. Alexander will drive the next phase of expansion and innovation in the region.

In her new role, Katlyn Alexander will oversee strategic direction, operational performance, and market expansion across North America, reinforcing Qvest's commitment to delivering high-impact technological solutions and driving long-term value for clients.

"Katlyn is an integral part of Qvest and has played a key role in shaping our business in the US market. Her appointment reflects both the strength of our leadership team and our long-term commitment to the North American market. Her operational depth ensures continuity and sustained business momentum, while her deep understanding of our clients and our business ideally positions her to lead the organization into its next phase of growth," said Thorsten Sauer, Global CEO of Qvest Group.

"We are thrilled to enter this next chapter of leadership under Katlyn. She has been with the organization for over 12 years and has our culture and drive for putting clients first in her DNA. We are excited to watch Katlyn and the rest of the Qvest leadership team in North America continue our journey of growth and exceptional quality," said Frank Leal, Founding Partner of Qvest US.

As part of a planned transition for Qvest in North America, the Founding Partners are gradually stepping back from their leadership roles and handing over their responsibilities to the next generation of leadership over the course of the year. The transition marks a deliberate evolution for Qvest. In her role as COO of Qvest US,

Alexander has established a formidable track record, building a scalable and disciplined operating model within the region. She joined Qvest in 2014 and has since held several leadership positions.

"I am grateful to our Founding Partners for their vision, leadership, and the culture they built – one that continues to attract and retain exceptional talent," said Katlyn Alexander, CEO of Qvest in North America. "I would also like to thank the Qvest Group management team for the trust they are placing in me, and I look forward to working together in my new role. Building on that foundation, we are focused on the future, accelerating AI-driven innovation, advancing technology-enabled solutions, and delivering scaled business transformation for our clients."