Qvest Partners with Rise Women in Broadcast Across MENA

04/21/2026

Cologne/Dubai, April 21, 2026 – Qvest, a global leader in media-focused services, cooperates with Rise to support the launch of the organization’s new MENA chapter. The partnership focuses on a dedicated mentoring program aimed at empowering women across the broadcast and media industry in the region. Through this engagement, Qvest reinforces its commitment to fostering talent and building a future-ready broadcast ecosystem in MENA, recognizing the region as a key strategic market for long-term growth and innovation.

Founded in 2017, Rise is a global advocacy organization dedicated to advancing women in broadcast and media technology. After participating in the 2025 Rise Mentoring Program in Australia and New Zealand, Qvest is now taking a pioneering step in the MENA region. As headline partner, Qvest supports the Rise community in the MENA region, contributing expertise, resources, and strong local commitment to help build a lasting platform for women in broadcast media and technology.

Since its founding, Rise has mentored hundreds of women across Europe, North America, ANZ, APAC and India. The Rise MENA Mentoring Program will officially launch in September 2026, offering structured mentorship, networking opportunities, exchange platforms and speaking opportunities at industry events, as well as targeted upskilling and career advancement initiatives.

Looking ahead to the opportunities this collaboration will create, Deborah Cross, Operations Director at Rise Women in Broadcast, reflects on the partnership: “We are proud to welcome Qvest as a partner in advancing the mission of Rise Women in Broadcast in the MENA region. Their involvement strengthens our peer-led mentoring network - a powerful platform where women at every stage of their career gain the confidence, connections, and insight needed to thrive in broadcast media and technology. At Rise, we are committed to accelerating gender equity by creating

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spaces where women can share expertise, learn from lived experience, and step into leadership with clarity and purpose. Qvest's commitment reflects a shared belief in the importance of inclusive growth and meaningful industry progress. Together, we are expanding opportunity, amplifying voices, and driving lasting impact for women."

Pilar Márquez, Head of Project Management at Qvest, will serve as a mentor in the MENA program, drawing on her extensive project experience across the region. "The initiative supports and empowers women at all stages of their professional growth, from education to the highest executive positions," says Márquez. "Mentorship is a powerful catalyst for confidence, visibility and long-term career progression. In a rapidly evolving media landscape like MENA, it is essential that we actively champion talent and create structured pathways that enable women to thrive and lead."

The collaboration with Rise is designed as a sustained alliance. Building on their initial activities, both organizations plan joint initiatives at CABSAT 2026 and upcoming regional events, creating platforms for exchange, visibility, and opportunity for women across the media technology landscape.

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