

## Qvest Reinforces Regional Customer Engagement with Expanded MENA Sales Team

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Cologne/Dubai, January 9, 2026 – Qvest, a global leader in media-focused services, continues to strengthen its presence in the MENA region by expanding its regional sales team. With the appointment of Mohamad Osman and Ahmed Shanti as Senior Sales Managers MENA, Qvest reinforces its customer-facing organization and underlines its long-term commitment to the MENA region.

The expanded sales team is part of Qvest's broader strategy to further anchor its global capabilities in the region through strong, locally embedded teams. By strengthening its regional sales organization, Qvest aims to deepen customer relationships and provide closer, more consistent support for media organizations facing increasingly complex technology, cloud, and transformation challenges.

A key element of the team expansion is the return of Mohamad Osman to Qvest. Having previously worked for the company, he now rejoins with more than 15 years of experience in sales leadership and regional business development across the MENA market. His return adds continuity and reinforces Qvest's long-standing relationships in the region. Prior to rejoining Qvest, he held sales and business development roles at Vislink, Broadcast Solutions Middle East, and Media Group International.

Ahmed Shanti further strengthens the team with close to two decades of experience across engineering, enterprise sales, and commercial leadership. He has worked extensively with end-to-end media platforms and content workflows, helping media organizations to define and align technology decisions within evolving technology landscapes. Before joining Qvest, he held senior roles at BSS Broadcast & Studio Solutions, as well as sales positions at Avid and Grass Valley.

"With this expansion, we are strengthening our regional sales organization in a way that directly benefits our customers," said Philipp Glänzel, Managing Director MENA at Qvest. "Our focus is on building a closely aligned team that combines local market understanding with Qvest's global expertise. This enables us to engage earlier, think more strategically with our customers, and support them more consistently across markets and project lifecycles."

With its reinforced MENA sales team, Qvest continues to position itself as a trusted partner for media and entertainment organizations across the region. The strengthened setup supports a more integrated, long-term approach to customer engagement, connecting regional proximity with Qvest's global capabilities in cloud transformation, AI-driven workflows, and modern media infrastructures.