Qvest Steps Up Activities in the MENA Region

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Riyadh, September 9, 2025 – Qvest, a global leader in media-focused services, is further strengthening its business and operational footprint in the MENA region. With the appointment of Philipp Glänzel as Managing Director for the entire MENA region, in his new role, he will be responsible for expanding Qvest's presence in the Kingdom Saudia Arabia and driving strategic initiatives further across the United Arab Emirates and Qatar. Qvest therefore expands its leading position as a consultant and systems integrator for media and entertainment by bringing global initiatives to the region. These include artificial intelligence, cloudification, and transformation which are closely aligned with growing customer needs. To bring this portfolio closer to the market Qvest is also strengthening and restructuring the local sales team to further increase customer engagement and support.

During his 15-year career at Qvest, Philipp Glänzel has held several senior leadership roles, most recently serving as General Manager and CTO. In this capacity, he successfully led major media technology projects for renowned broadcasters including Al Jazeera, Sky News Arabia, and Asharq News, further strengthening Qvest's position as a trusted partner for media organizations across the region in innovative technology projects. Building on this expertise, he will now take on broader responsibilities, combining operational management with a strong focus on business growth and customer success for all Qvest locations in MENA.

“I am delighted that Philipp continues his journey with Qvest in this expanded role,” said Peter Nöthen, CEO at Qvest. “Philipp has played a key role in our growth and our excellent reputation in the region as a reliable and respected consultant and systems integrator. Philipp has excellent technological expertise as well as a deep understanding of the market and local business. Together with our newly structured sales team, he will drive forward Qvest's increased commitment in the MENA region.”

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To ensure even closer customer engagement and support, Stuart Almond, Senior Vice President Sales Media & Entertainment, will take on additional responsibilities in MENA. Reporting to him, Satheesh Kumar, Vice President Sales Kingdom Saudi Arabia, and Mohammed Eid Abugarad, Sales Manager United Arab Emirates, will lead local sales and client engagement. Almond and his team will further drive Qvest's leading position as a technology partner by aligning the company's service portfolio for the MENA region with its global delivery capabilities. Market and customer needs for artificial intelligence solutions, cloudification, and the transformation of existing organizational and technology infrastructures are part of this expanded focus.

“The gulf region is one of the most dynamic and prospering media markets worldwide, and we see tremendous opportunities to support our customers in their digital transformation. Together with our strong local teams, our goal is to leverage Qvest's global innovation power and technical expertise to tailor it to the specific needs of our clients in Saudi Arabia, the UAE, and beyond,” said Philipp Glänzel, Managing Director MENA at Qvest.

By combining proven management expertise with a strengthened sales organization, Qvest is reinforcing its long-term commitment to customers and partners in one of the world’s most dynamic media and entertainment markets.

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