

# TOP CHANNEL CHIEFS

Reseller ME profiles the top leaders from across regional channel firms who have stood out successfully despite challenging market circumstances and have managed to transform their businesses to the demands of the digital era. We salute these stalwarts of the IT channel, for their resilience and passion for their business.



**EHAB HALABLAB**  
Regional Channel Manager, A10 Networks

**Name:** Ehab Halablab  
**Designation and company:** Regional Channel Manager, A10 Networks  
**Years in the company:** One  
**Years in the IT channel business:** 13 plus  
**Company focus in 2020:** Helping our customers, service providers and enterprises solve their operational challenges.  
**Key distributors:** Ingram Micro, Redington Gulf and SAT.  
**Key investments made over 2019:** Through the Affinity partner program, A10 Networks invests heavily in the development and training of our partners in order to ensure high levels of expertise both from a technical and sales perspective. We also signed Redington Gulf as a new distributor for the region.  
**Next phase for the IT industry will be:** Digital transformation has been shaping the industry for several years

now, and we see that macro trend continuing into 2020 and beyond. Enterprises and service providers will take advantage of emerging technologies such as the use of multi-cloud and edge cloud infrastructures and IoT to help drive supply chain efficiencies and new consumer services. In addition to that, 5G will open up a whole new set of use cases for businesses and consumers.

**Your biggest achievement till date:** Bringing A10 Networks back on the channel map as a potential vendor to work with in the region. I was also involved in a deal which saw several security solutions get implemented within the largest data centre in the UAE.

**What does innovation mean to you?** Innovation is the process of turning an idea or an invention into a product or service, which creates value that customers will pay for.



### FADI MOUBARAK

Vice President – Channels, Avaya International

**Name:** Fadi Moubarak

**Designation and company:** Vice President – Channels, Avaya International

**Years in the company:** Six

**Company focus in 2020:**

Empowering our channel to accelerate growth, break into new markets, and help customers chart a path towards next-generation customer experience and employee collaboration solutions through cloud and subscription models.

**Key distributors:** Westcon, Reddington, Aptec, Mantrac, FVC.

**Key investments made over 2019:**

The launch of Avaya ReadyNow, which gives enterprise customers access to our Unified Communications (UC) and Contact Centre (CC) solutions in secure private cloud environments that are hosted in data centers operated by Avaya or our partners. Similarly, with Avaya IX Subscription, we have enabled our partners to offer a flexible new consumption-based alternative to traditional perpetual pricing models.

**Next phase for the IT industry**

**will be:** As the current crisis has highlighted, there is a dire need for technologies that can securely and

reliably support radical changes in workforce dynamics and customer experience philosophies, and the need to maintain business continuity even in the face of challenges. With their ability to be rapidly deployed and scaled, cost-effective cloud solutions will be the new norm and we are certainly seeing this in the communications and collaboration space. Cloud-based communications platforms also address the pressing need to support the increasingly mobile workforce as they can enable employees to collaborate from anywhere and on any device.

**Your biggest achievement so far:**

Transforming our channel programmes so that they're very modular and agile, smoothening the transition from a Capex to Opex model.

**What does innovation mean to you?**

Avaya's approach to innovation aligns with two guiding principles – our customers remain firmly fixed at the center of our strategy, and innovation without purpose is meaningless.



### AMANULLA KHAN

Managing Director – META, Belkin International

**Name:** Amanulla Khan

**Designation and company:** Managing Director – META, Belkin International

**Years in the IT channel business:** 11

**Years in the IT channel business:** 27

**Company focus in 2020:** Belkin International (Belkin, Linksys, Wemo, Phyn) and our channel partners will continue to lead in connecting people with technologies at home, at work and on the go.

**Key investments made over 2019:**

Linksys – Velop Whole Home Mesh WiFi, Linksys Cloud Manager, and Linksys Shield. Wemo – Home automation and IoT brand is set to launch in the Middle East in 2020, to control everyday tasks, such as lights and appliances, from anywhere via the Wemo app. Phyn – We have installed numerous pilot projects across UAE homes, and customising the Phyn Plus Smart Water Assistant to fit the local market.

**Next phase for the IT industry will be:**

Enabling smart connectivity and leveraging 5G and WiFi 6 to help deliver digitised transportation, healthcare, manufacturing and more.

**Your biggest achievement till date:**

I have led the Middle East business growth, and expanded our global footprint into Africa and additional countries where Linksys did not have a strong distribution setup. I've also contributed to growing the SMB business in offering managed Wi-Fi as a solution to top vendors in the region.

**What does innovation mean to you?**

The Linksys brand has pioneered wireless connectivity since its inception in 1988 with its leading innovation and engineering strategies, best-in-class technology, design and customer service.



**NANDAJ BHARGAV**  
Channel Manager and GSI Lead  
Middle East & India, BeyondTrust

**Name:** Nandaj Bhargav  
**Designation and company:** Channel Manager and GSI Lead – Middle East & India, BeyondTrust  
**Years in the IT channel business:** 14  
**Company focus in 2020:** Our guide to a new Universal Privilege Management approach to PAM addresses the entire universe of privileges across organisations. Our goal for 2020 is to get our partners to leverage this model to help enterprises improve their security posture.  
**Key distributors:** First Video Communications FZ LLC (FVC), Gulf IT Distributions, Crestan  
**Key investments made over 2019:** In regard to our PAM approach, we have made considerable regional investments in commercial and operation support with the introduction of localised project management and onboarding of several professional service engineers.  
**Next phase for the IT industry will be:** Cloud adoption and consequently, adoption of SaaS models, driven

in large part by several providers opening regional data centres. Data management, AI and machine learning will gain significant traction, and we'll also see a strong adoption of OT and IoT security solutions.

**Your biggest achievement till date:** I have built some extremely strong relationships and strategic alliances with security focussed partners, enterprise alliance partners in the Middle East and global system integrators. In recognition of my work, at our 2020 sales kick-off, I was awarded Sales Master and Best Channel Manager. What does innovation mean to you? Innovation is all about first understanding the challenges and then coming up with a creative solution that can be well executed but, most importantly, addressing the need it was specifically designed for.



**EYAD AL SHAMI**  
Senior Manager  
Channels, Distribution & Alliances, Citrix

**Name:** Eyad Al Shami  
**Designation and company:** Senior Manager – Channels, Distribution & Alliances, Citrix  
**Years in the company:** Six  
**Years in the IT channel business:** 18  
**Company focus in 2020:** We have recently presented intelligent workspace that will revolutionise how people work. In order to make it happen we need an ecosystem of capable, innovative partners to drive this message jointly with Citrix teams to customers.  
**Key vendors:** Mindware, Starlink, and MCS  
**Key investments made over 2019:** We built our channel enablement programme which focused on Citrix workspace with intelligence. Summit Bootcamp, which allowed the partners who couldn't join us for the live Partner Summit held in the US to have a compact agenda of the same materials delivered locally by Citrix or Citrix Distributors. We also launched the Run

Rate program in H2 for partners to grow such business in the region, and incentivised the distribution arm with extra percentage on cloud bookings.

**Next phase for the IT industry will be:** User Experience (UX), Employee Experience (EX) and the increase in Microapps adoption within the organisations to facilitate better and more agile technology adoption with less hassle in compatibility.

**Your biggest achievement till date:** The success I've shared with my colleagues in building and enabling our channel ecosystem, creating the upscaling momentum for more partner sellers to join the Citrix sales and technical force while setting up the stage for continuous and sustainable growth through 2020.

**What does innovation mean to you?** Innovation is the ability to mold vision, science and resources together in order to introduce new outcomes.



**VANGELIS LAGOUSAKOS**  
General Manager - Channel Sales  
MERAT, Dell Technologies

**Name:** Vangelis Lagousakos  
**Designation and company:** General Manager - Channel Sales, Middle East, Russia, Africa and Turkey (MERAT), Dell Technologies

**Years in the company:** 18  
Years in the IT channel business: 30 plus

**Company focus in 2020:** I'm excited about three things - the momentum we're driving together with our partners, the direction of our business and partner programme and the investments we're making in our partner ecosystem. This year is about increased simplicity and ease of use in combination with new innovations for customers to grow.

**Key investments made over 2019:** Our commitment to R&D continued into 2019, and globally, we invested \$4.5 billion on the same last year. Another highlight of 2019 would be the rebranding of our partner programme as the Dell Technologies Partner Programme, which has been designed to drive growth and profitability for the whole channel ecosystem.

**Next phase for the IT industry will be:** From our perspective, we're continuing to drive investments in the core of our Infrastructure Solutions

Group (ISG) and Consumer Solutions Group (CSG) lines of business – driving innovation that enables customers to simplify IT, unlock data and drive workforce modernization. There will also be more innovation in the PC segment as the best, most powerful hardware, striking designs, advanced features and experiences will make work and play more seamless, intelligent and enjoyable.

**Your biggest achievement till date:** About a year ago our company embarked on a journey to roll-out a strategic initiative to develop "Channel Partners of the Future". The aim was to develop an enabled partner ecosystem by providing best-in-class account management and sales and technical enablement that would drive customer preference for Dell Technologies and prepare our partners to be well qualified for the rapid changes in our industry.

**What does innovation mean to you?** Innovation has to tie-in to the vision of the organisation. We live in an era of disruption – of sectors, of products, and of ways of life. How an organisation chooses to respond to disruption says a lot about how committed they are to achieve their vision.



**PAUL POTGIETER**  
Managing Director  
Middle East, Dimension Data

**Name:** Paul Potgieter  
**Designation and company:** Managing Director, Dimension Data Middle East  
**Years in the company:** 20

**Key vendors:** Our portfolio of 35 plus industry-leading vendors includes Avaya, Cisco, Dell EMC, F5-Networks, Fortinet, Juniper, Microsoft, NetApp, Palo Alto Networks, SAP, and VMware.

**Key investments made over 2019:** 2019 was a significant year for the NTT Group, Dimension Data's parent company, as it successfully executed on its strategy to merge the capabilities of 28 companies into one US \$11 billion business.

**Next phase for the IT industry will be:** While companies have had digital transformation initiatives underway for over half a decade now, we're beginning to see a change in dynamics – from a desire to implement the latest technologies, to instead focusing on the business outcomes that ICT enables.

**Your biggest achievement till date:** Dimension Data as a global

brand and system Integrator is regularly recognised by its partners for its achievements in technology transformation. For me, on a personal level, being able to lead the way on these fundamental factors has been especially rewarding. The ability to have such a responsibility and be able to engage and collaborate with such a diverse set of people to bring forth new ideas, and accelerate the progression – and in doing so being recognised as a top employer in the region – is an accolade that stands as validation that we are doing what is right for our people and making their creativity and ambitions a reality.

**What does innovation mean to you?** Innovation continues to be the catalyst in an era of data. However, the organisations that are efficient in the innovation realm have strong culture and structures to amplify organisation's ability to collect what matters and analyse what matters in order to react to and predict what matters.



**SAKKEER HUSSAIN**  
Director, Sales and Marketing  
D-Link MEA

**Name:** Sakkeer Hussain  
**Designation and company:** Director, Sales and Marketing, D-Link MEA  
**Years in the company:** 12  
**Years in the IT channel business:** 21  
**Company focus in 2020:** To work even more closely with our partners and grow our channel community to explore all possible growth avenues. We are also focusing on product innovation and development.  
**Key investments made over 2019:** D-Link Middle East grew exponentially last year with several new product innovations, especially in our mesh networks portfolio. We also significantly invested in our regional channel collaborations and conducted in-depth training sessions to assist partners to capitalise on the opportunities that emerging technologies offered.  
**Next phase for the IT industry will be:** The development of emerging technologies will tremendously

accelerate the growth of the regional market. The advent of cloud, AI, 5G and other connectivity solutions are allowing regional firms to drive their revenue goals faster and more efficiently. The increased and intelligent use of data and analytics will further help companies to scale.

**Your biggest achievement till date:** I am excited to have played a role in aiding D-Link expand its partner base through dedicated partner programmes and in-depth sales and marketing support. D-Link is considered to be a leading player in the regional IT networking space, and this would not have been possible without my talented team and dedicated channel partnerships of many years.  
**What does innovation mean to you?** Innovation is about having the courage to stand up to the status quo and create novel ways of living.



**NASSER EL ABDOULI**  
Director, Channel Sales  
META, F5 Networks

**Name:** Nasser El Abdouli  
**Designation and company:** Director, Channel Sales – META, F5 Networks  
**Years in the company:** Nine  
**Years in the IT channel business:** 19  
**Company focus in 2020:** To help customers break down silos and realise the operational efficiencies and business acceleration of digital transformation.  
**Key distributors:** Exclusive Networks and Westcon (for META region), ProLink in Turkey, and Networks Unlimited in Africa.  
**Key investments made over 2019:** In May 2019, we completed the acquisition of NGINX, an open source leader in application delivery. The combined company enables multi-cloud application services across all environments, providing the ease-of-use and flexibility developers require. On the channel front, we launched the Unity+ Channel Partner Programme, which enhances partner opportunities and incentives, captures

new revenue streams, and drives tighter collaboration to help customers through technology transformation.

**Next phase for the IT industry will be:** We're starting to see EMEA organisations moving beyond the first phase of digital transformation —business process automation — and scaling their digital footprint with cloud, automation, and containers. New ecosystems are being created and API call volumes are skyrocketing.

**Your biggest achievement till date:** I am proud of my team's relentless customer obsession. By being obsessed with customer needs, we understand all their nuances, intricacies and idiosyncrasies. By being intimately aligned with their goals, aspirations and existing abilities, we can optimise their operations with power and precision.

**What does innovation mean to you?** Innovation is all about empowerment, enabling organisations and individuals.



**ZACKY VAZ**  
Senior Regional Channel & Distribution  
Manager  
Middle East & Pakistan, Fortinet

**Name:** Zacky Vaz

**Designation and company:** Senior Regional Channel & Distribution Manager, Middle East & Pakistan, Fortinet

**Years in the company:** Five

**Years in the IT channel business:** 20 plus

**Key Distributors:** Exclusive Networks, Redington for Middle East and Pakistan, Oxygen for KSA, Online Computer Technologies and Aptec Distribution for Pakistan, PC DealNet for Iraq.

**Key investments made over 2019:** To help our partners and customers address evolving and sophisticated threats and secure their entire attack surface by leveraging cutting edge insights, tools, and services. We also worked towards revamping our partner programme to be rolled out in 2020.

**Next phase for the IT industry will be:**

From a network security vendor perspective, I believe the emphasis will be on cloud security and securing cloud environments. In addition, digital transformation will continue to drive investments in security solutions, as will the adoption of 5G by telco's in the region. Your biggest achievement till date: Building a strong distribution and partner relationship while driving the channel business at Fortinet. What does innovation mean to you: True innovation is when technology and creativity come together and manifest into a solution that not only improves the way we work today, but also ensures that the technology stays relevant for the future generation.



**WISAM YAGHMOUR**  
Director of Sales  
Middle East, Africa, Pakistan, HID Global

**Name:** Wisam Yaghmour

**Designation and company:** Director of Sales – Middle East, Africa, Pakistan, HID Global

**Years in the company:** Five

**Years in the IT channel business:** 20

**Company focus in 2020:** The enhanced security with OSDP/Mobility in our new SIGNO line, and Origo - The cloud-based platform - provides seamless and consistent service while improving how access control solutions are delivered. Customers will enjoy high performance, seamless upgrades, 24/7 monitoring and operations.

**Key distributors:** ADI Global and Genetec

**Key investments made over 2019:** We've deployed extensive trainings and webinars to educate our customers and take them through the adoption journey to our latest solutions and technology for higher reliability,

cloud connected devices platform with the insights of data utilisation to provide operational efficiency and make decisions to guide the business forward. Next phase for the IT industry will be: Artificial Intelligence (AI), Advanced mobility and IoT solutions will continue to be the most transformative technology in 2020 onward. With the one ECOS system platform, HID Origo was built to accelerate the trend of helping organisations become more secure, efficient and data-driven through cloud technologies.

**What does innovation mean to you?**

Innovation is about reshaping challenges to opportunities, with a change in a positive direction to improve efficiency, productivity, and outcome.



**GOVIND HARIDAS**  
Business Head  
Cyber Security, Hiperdist

**Name:** Govind Haridas

**Designation and company:** Business Head – Cyber Security, Hiperdist

**Years in the company:** Five months

**Years in the IT channel business:** 14

**Company focus in 2020:** Cybersecurity, cloud and emerging technologies.

**Key vendors:** Palo Alto, Forcepoint, Bullguard, Avaya, Pelco

**Key investments made over 2019:** Established cybersecurity and cloud divisions.

**Next phase for the IT industry will be:** AI led automation and cybersecurity.

**Your biggest achievement till date:**

Although these are established brands now,

back in the day myself and my team played a significant role in establishing a robust channel ecosystem in MENA for brands like IBM Security, NetApp, Symantec etc. I was part of a team that launched one of the first video banking solutions in this region, which will soon be the future of banking.

**What does innovation mean to you?**

Simplifying human life, solving real world problems, connecting people, making it much easier for us, and also helping us increase our productivity so that we may cross more frontiers as a race.



**RIFAI WAHID**  
 Director Channel Sales  
 Middle East and South Asia, IFS

**Name:** Rifai Wahid

**Designation and company:** Director Channel Sales – Middle East and South Asia, IFS

**Years in the company:** 15

**Years in the IT channel business:** One

**Company focus in 2020:** IFS' key focus will be on five industry verticals: Aerospace and Defense, Telecommunications, Energy, Utilities & Resources, Engineering, Construction & Infrastructure, Manufacturing, Service Industries. We will focus on certifying 100 percent of partner consultants in the region and increasing the channel revenue contribution to 40 percent.

**Key distributors:** Azdan Business Analytics, Labs Cloud IT Solutions, Excellence Delivered, ProV International, Dar Middle East, Zerone Technologies, Macrosoft and Oman ICT Group.

**Key investments made over 2019:**

Moved into a new office, more than doubled the head count and opened a new office in Oman with a focus on growing the business through our partners. We also launched a partner summit in the Middle East for the first time.

**Next phase for the IT industry will be:**

Companies will apply intelligent technologies in conjunction with cloud, IoT, analytics, machine learning, and AI to change the way they operate and innovate the way their customers interact with them and vice versa.

**Your biggest achievement till date:**

We have grown significantly in the last few quarters. Some of the biggest global deals at IFS have been from the Middle East, and I am proud to have been a part of this.

**What does innovation mean to you?**

Innovation is adding new ideas in product or services that create value to our clients.



**SAMER MALAK**  
 Head of Channel  
 META, Kaspersky

**Name:** Samer Malak

**Designation and Company:** Head of Channel – META, Kaspersky

**Number of years with company:** One year

**Number of years in IT channel:** 16

**Company Focus in 2020:** Innovation and quality will be at the forefront of our strategy as we focus on providing our customers more options and platforms to fit their technological and commercial preferences. Kaspersky will also focus on the human factor of security protection, whether it's by enabling our customers' security awareness strategy, or by leveraging our world-leading research and analysis teams to stay ahead of cyber criminals. On the channel front, we are planning to increase our footprint within our strategic partners, making doing business with Kaspersky more rewarding and profitable.

**Key distributors:** Ingram Micro, Scope Information Systems, and Redington.

**Key investments made over 2019:**

Kaspersky continued to invest in our channel, from financially rewarding exceptional performers, to investing in marketing initiatives.

**Next phase for the IT industry will be:**

IoT is leading the IT industry into its next evolution phase.

**Your biggest achievement till date:**

Contributing to getting Kaspersky voted as the top IT Vendor in the Canalys EMEA Channel Leadership Matrix.

**What does innovation mean to you?**

Innovation means looking at a problem with a new perspective. Innovation is staying ahead of the game, allowing you to add constant value to your customers and partners.



**BRUNO MANCUSO**  
Senior Channel Sales Leader  
Middle East and Africa, Lenovo DCG

**Name:** Bruno Mancuso  
**Designation and company:** Senior Channel Sales Leader, Middle East and Africa, Lenovo DCG  
**Years in the company:** Four  
**Years in the IT channel business:** 25 plus  
**Company focus in 2020:** Our vision is to be the most trusted data centre provider empowering our customers' intelligent transformation, whether on-premises, in the cloud or at the edge.  
**Key distributors:** GBM-Distribution, Ingram, Al Jammaz, Starlink  
**Key investments made over 2019:** In 2019, Lenovo DCG in MEA invested in a complete channel landscape modernisation, doubling the number of people in charge of the transformation and promoting partners providing compelling end to end solutions and exceeding

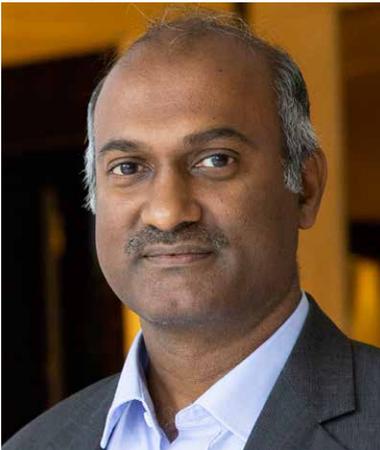
customers' expectations.  
**Next phase for the IT industry will be:** Cloud computing and artificial intelligence will dominate the reviews and IT future predictions, but my guess is, in the current environment, 2020 will be the year of the edge computing with more and more locally processed data by IOT devices and of the expansion of remote work to support a greater number of employees with VDI solutions.  
**Your biggest achievement till date:** To be able to completely modernise the DCG channel organisation in compliance with the DCG vision by helping Lenovo and the business partners achieve success in continuously changing market.  
**What does innovation mean to you?** Innovation to me means to finding for answers for the questions that have not been asked yet.



**HUSNI HAMMOUD**  
Managing Director, ESET ME, Barracuda Networks META & CEE, Ivanti ME

**Name:** Husni Hammoud  
**Designation and company:** Managing Director, ESET ME, Barracuda Networks META & CEE, Ivanti ME  
**Years in the field:** 30  
**Years in the IT channel business:** 20  
**Company focus in 2020:** We will continue to deliver exceptional support to our existing customers and the society in this crucial time, to help the community to be ready and fully equipped, to secure and transform into this unprecedented situation.  
**Key vendors:** ESET ME, Ivanti ME, Barracuda META & CEE  
**Key investments made over 2019:** 2019 was a very successful year owing to key marketing investments, which has helped us develop our brand equity and communicate our value proposition. We have also backed our channel network with continuous training and support to help us achieve exceptional performance and growth in the region.  
**Next phase for the IT industry will be:** AI-driven customised automation offerings to propel business operations especially for

easy tasks that could replace human resources. Additionally, there are greater chances of unauthorised use of data with significant technological advances; hence, proliferation of data privacy laws and stringent compliance would become a global norm. Digital Transformation and operation is becoming a reality that we must adapt for mobility and remote operation that will change the world behavior to sustain and overcome the new challenges.  
**Your biggest achievement till date:** Building the first security operation centre in KSA and in the region, pushing security concept and awareness into enterprise for decades from technical consultant, solution integrators and finally solution provider and lately managing full suite of products in IT security, automation, asset and service management for several leading solution providers and international vendors across Middle East, Turkey, Africa and Eastern Europe.  
**What does innovation mean to you?** Innovation is a creative amalgamation of efficiency and agility.



**NIRMAL KUMAR MANOHARAN**  
Regional Sales Director  
ManageEngine

**Name:** Nirmal Kumar Manoharan  
**Designation and company:** Regional Sales Director, ManageEngine  
**Years in the company:** 19  
**Years in the IT channel business:** 19  
**Company focus in 2020:** In the Middle East, we are seeing a high level of interest in all our certification programmes, including the Product Expert Programme, Domain Expert Programme, and Solutions Expert Programme. We also look forward to increasing our branding and marketing initiatives in the region.  
**Next phase for the IT industry will be:** This year, the IT industry will mainly streamline efforts to achieve complete digital transformation, and the demand for a better customer experience (CX) and user experience (UX) will be a significant driver in this journey. Though CX and UX go hand in hand, a better UX leads to more engaged, satisfied employees who are more

productive and who have more rewarding interactions with customers. Several issues will make digital transformation a challenge in 2020, including AI bias, concept drift, and new data privacy laws. However, a bigger challenge is unrealistic expectations. Digital transformations are not "Big Bang" processes; these transformations take time and should be broken into smaller projects with clear milestones to avoid discouragement.

**Your biggest achievement till date:** Building a lasting and mutually beneficial relationship with channel partners has been one of my key focus areas, which is why I proactively manage the partner onboarding process to increase performance.

**What does innovation mean to you?**

I believe innovation is about using technology in a strategic manner to transform business operations and make them simpler and more productive.



**MAYA ZAKHOUR**  
NetApp  
Channel Sales Director - MEA, NetApp

**Name:** Maya Zakhour  
**Designation and company:** Channel Sales Director – MEA, NetApp  
**Years in the company:** Three

**Years in the IT channel business:** 20

**Company focus in 2020:** Hybrid cloud data services and data management

**Key distributors:** Ingram Micro and Logicom  
**Key investments made over 2019:** Building a stronger channel sales team, a robust community of loyal partners, and a strong valuable distribution model.



**SAMER SEMAAN**  
Channel & Alliance Manager  
Middle East, Pure Storage

**Name:** Samer Semaan  
**Designation and company:** Channel & Alliance Manager – Middle East, Pure Storage  
**Years in the company:** Less than one year  
**Years in the IT channel business:** 20 plus  
**Company focus in 2020:** From a technology perspective, the recent addition of Pure Storage FlashArray//C, the industry's first capacity-optimised all-flash array, will enable us to increasingly address the storage market for tier-2 and tier-3 workloads and applications. Analytics driven by AI will be another area of growth for us in 2020.  
**Key distributors:** VAD Technologies and StarLink  
**Key investments made over 2019:** We launched a dedicated distributor programme across EMEA. Created in partnership with existing distributors, the new programme includes the critical elements necessary for distributors to build autonomous 'Pure Certified' practices.

**Next phase for the IT industry will be:**

Specific to storage, the emergence of Kubernetes and the endorsement of containers by VMware is rapidly expanding container usage towards mainstream applications. 2020 looks to be the year that most enterprises evolve their private and hybrid cloud platforms beyond VMs, deploying an enterprise-wide container strategy, including building the storage foundation that enables stateful, mission-critical applications to embrace containers.

**Your biggest achievement till date:** I'm very proud of the credibility and the track record of success I've built in the channel community in the region.

**What does innovation mean to you?**

Innovation is about creating technology and solutions that can delight our customers, at such a speed that we anticipate needs and wants before the end-user even encounters a problem that needs solving.



**NABIL KHALIL**  
Executive Vice President  
META, R&M

**Name:** Nabil Khalil  
**Designation and company:** Executive Vice President – META, R&M  
**Years in the company:** Five plus  
**Years in the IT channel business:** 22 plus  
**Company focus in 2020:** Bandwidth demands continue to grow unabated in the Middle East and high-speed broadband connectivity is fast spreading across the region. High-density cabling solutions are fundamental to achieving this and at R&M our focus is to deliver streamlined, reliable and cost-effective high-density solutions such as our PRIME ODF, Polaris Family and Netscale systems. We are also focused on enhancing the automation and intelligence of the physical layer with our R&MinteliPhy Automated Infrastructure Management (AIM) solution.

**Key investments made over 2019:** Following strong regional performance through 2019 and in anticipation of continued business momentum in the Middle East – fueled by growing connectivity requirements, mega projects and events – R&M has moved into a new regional headquarters in Dubai. We have also expanded into a new supply chain facility, a move which strategically consolidates our production and warehousing hubs and positions them closer to key facilities including Al Maktoum International Airport, Jebel Ali Port and the site of Expo 2020.  
**What does innovation mean to you?** We are actively involved in shaping a number of international standards and are extremely quick to identify trends thanks to our sophisticated technology radar and close relationships with our customers and partners, allowing us to develop innovative products that are tailored to meet their needs.



**MENA MIGALLY**  
Senior Director  
MENA, Riverbed

**Name:** Mena Migally  
**Designation and company:** Senior Director – MENA, Riverbed  
**Years in the company:** Six  
**Years in the IT channel business:** Two  
**Company focus in 2020:** Enabling businesses to maximise performance and visibility across networks and applications. We are doing this by providing them with our market-leading network and application performance platform, WAN optimisation, application acceleration, and SD-WAN solutions.  
**Key distributors:** Mindware, StarLink and Crestan International  
**Key investments made over 2019:** Last year, we hosted our inaugural Riverbed Partner Connect event, focused around the strengthening our ties with our partner community in the Middle East and North Africa (MENA) region.

**Next phase for the IT industry will be:** The findings of a recent survey commissioned by Riverbed and unveiled in its 'Rethink Possible: Visibility and Network Performance – The Pillars of Business Success' report shows a direct correlation between effective technology and company health, a finding that is supported by the fact that 79 percent of IT leaders in the UAE state that digital performance is increasingly critical to business growth.  
**What does innovation mean to you?** IT innovation should be centred around optimising the apps and digital services to be more reliable, fast and secure. For this reason, I see myself among the 85 percent of UAE business leaders who believe that business innovation is driven by improved visibility into network and application performance.



**MOHAMED KHAN**  
MENA Channel Head  
Global Partner Organisation, SAP

**Name:** Mohamed Khan  
**Designation and company:** MENA Channel Head – Global Partner Organisation, SAP  
**Years in the company:** 20  
**Years in the IT channel business:** 20  
**Company focus in 2020:** We are supporting our partners in digitally transforming customers with industry-specific solutions across government and public sector, education, healthcare, mega-events, oil and gas, retail, and utilities.  
**Key distributors:** Al-Bilad Arabia, Alpha Data, GBM, MDSap Tech, Clariba, EY, ITelligence, Accenture, NTT Data, Seidor ME, Siemens Pakistan, Abacus, Tyconz, Edraky, ECS, Mannai Corp, Diyaar United.  
**Key investments made over 2019:** In 2019, SAP underlined the importance of Middle East organisations running on the cloud. SAP is the first multi-national enterprise applications provider to go live and on-board customers in the UAE and Kingdom of

Saudi Arabia.  
Next phase for the IT industry will be: In the 2020s, the Middle East is embracing the experience economy, in which organisations can no longer deliver only products and solutions – they need to deliver enhanced customer and employee experiences.  
**Your biggest achievement till date:** Besides, establishing SAP channel partner programmes for Sub-Saharan Africa in 2006 and MENA in 2007 for our SAP Global Alliance PartnerEdge Programme wherein MENA has been a fast-evolving region, with 130 plus channel partners training on our solutions.  
**What does innovation mean to you?** Innovation is part of SAP's DNA in simplifying technology for companies that can help our customers, partners, employees, and thought leaders help the world run better and improve people's lives.



**KAHINA ANSEUR**  
Channel & Alliance Manager  
Middle East & Africa, ServiceNow

**Name:** Kahina Anseur  
**Designation and company:** Channel & Alliance Manager – Middle East & Africa, ServiceNow  
**Years in the company:** One  
**Years in the IT channel business:** 10 plus  
**Company focus in 2020:** Supporting regional enterprises to implement digital workflows and transform their operations, with a significant emphasis on G2C and G2G service environments.  
**Key partners:** Global strategic alliance and system integrators, advisory partners, as well as local partners with specialised skills.  
**Key investments made over 2019:** We saw triple digit growth rates and added, on average, one new customer every month. Saudi Arabia, South Africa and the UAE have been strategic markets for us in the region and we've focused on expanding our value proposition to our customers in these territories. We also grew our

channel ecosystem and have become a strategic partner for several global SIs and consulting firms that are now building their digital transformation practice on the ServiceNow Platform.  
**Next phase for the IT industry will be:** Digital transformation will continue to drive the IT industry. But more specifically, enterprises are looking for ways to adopt automation and innovation, in the form of digital workflows, to unlock employee productivity and raise employee satisfaction.  
**Your biggest achievement till date:** I have built extremely strong channel ecosystems and helped several channel partners to thrive and grow their business.  
**What does innovation mean to you?** Innovation is about translating an idea into a product or service that creates unique value for the customer.



**TERRY GREER-KING**  
Vice President  
EMEA, SonicWall

**Name:** Terry Greer-King  
**Designation and company:** Vice President – EMEA, SonicWall  
**Years in the company:** Eight months  
**Years in the IT channel business:** 25 plus

**Company focus in 2020:** Our boundless cybersecurity model ensures that organisations are defended across a range of attack vectors, including networks, email, mobile, Cloud, SaaS apps, endpoints, IoT devices and Wi-Fi.

**Key distributors:** Redington Gulf, Westcon Middle East

**Key investments made over 2019:** In November 2019, SonicWall led a round of funding into Perimeter 81, a leading zero trust network provider for enterprises and organisations, to create one of the strongest SASE offerings in the network security space. We strengthened our MSSP Security offering with SonicWall My Workspace to help MSSPs easily manage accounts, register products, control licensing and provide real-time, per-user threat analytics. In addition

to a new line of firewalls designed to consolidate security, networking and performance, SonicWall introduced new cloud-managed Wi-Fi access points and wireless planning tools designed to ease the deployment of global wireless networks in addition to equipping organisations with advanced Endpoint Detection and Response (EDR) capabilities.

**Next phase for the IT industry will be:** With the latest restrictions and difficulties on face to face engagement, I expect virtual engagement to become the norm.

**Your biggest achievement till date:** Taking two disparate non-performing reseller acquisitions and forming one unified business that went on to become a top three partner of most leading security vendors.

**What does innovation mean to you?** Innovation triggers words like possibility and excitement. If you don't constantly seek to disrupt and innovate, you die.



**HARISH CHIB**  
Vice President  
MEA, Sophos

**Name:** Harish Chib  
**Designation and company:** Vice President – MEA, Sophos  
**Years in the company:** 15 plus  
**Years in the IT channel business:** 15 plus

**Company focus in 2020:** To deliver the world's most effective next-generation cybersecurity technology.

**Key investments made over 2019:** Sophos Intercept X Advanced with EDR automates much of the process of active threat investigation via some of the world's most advanced deep learning, neural network-based artificial intelligence. With the new Xstream architecture in XG Firewall, Sophos is providing critical visibility into an enormous blind spot while eliminating frustrating latency and compatibility issues with full support for the latest TLS 1.3 standard.

**Next phase for the IT industry will be:** From a security point of view, one of the key challenges in stopping today's and future advanced

attacks is the lack of the specialist cybersecurity skills to address them. Organisations will be increasingly looking for security solutions that will incorporate next-generation machine learning and artificial intelligence technologies, to combat constantly evolving cyber threats. Interestingly, Endpoint Detection and Response (EDR) has become a tool for all, and we see almost equal demand from both smaller and larger organisations.

**Your biggest achievement till date:** Today, Sophos has over 3000 transacting partners and a customer base in over 50 countries with the help of a team of over 50 people across the MEA region.

**What does innovation mean to you?** Innovation does not always mean invention. Our channel partners can bring innovation by serving their customers in the best possible way and making their customers' organisation secure.



**MAHER JADALLAH**  
Regional Director  
Middle East, Tenable

**Name:** Maher Jadallah  
**Designation and company:** Regional Director - Middle East, Tenable  
**Years in the company:** Two plus  
**Years in the IT channel business:** 15 plus  
**Company focus in 2020:** Tenable is laser focused on providing solutions that allow our customers to holistically assess their environment - both IT and OT.  
**Key distributors:** Ingram Micro, Spectrami, Aljammaz, MCS, and e-data.  
**Key investments made over 2019:** Tenable announced several innovative capabilities that leverage machine learning (ML) to automatically correlate vulnerability and threat data together with asset criticality. We also announced new innovations within our Cyber Exposure analytic capabilities in Tenable Lumin.  
**Next phase for the IT industry will be:** OT environments are different and

especially susceptible to cyberattacks. Vulnerabilities in OT come from several sources - such as lack of visibility to assets and configuration. If you don't know what devices you have in your network, how can you plan security? You have to know about every HMI, Historian server, switch, PLC or RTU.  
**Your biggest achievement till date:** Tenable is leading the market with game-changing innovations, for example risk-based vulnerability management for IT and OT environments in a single unified platform; Tenable Lumin; Predictive Prioritisation; Asset Criticality Rating; Cyber Exposure Score and Remediation Guidance Workflow.  
**What does innovation mean to you?** Innovation is about changing something for the better, or even creating something revolutionary - be it a new way of thinking, working or even fixing an old problem.



**ANTHONY PERRIDGE**  
VP of International  
ThreatQuotient

**Name:** Anthony Perridge  
**Designation and company:** VP of International, ThreatQuotient  
**Years in the company:** Four  
**Years in the IT channel business:** 25  
**Company focus in 2020:** To continue to grow at a very fast rate, and build strong long-term relationships with our customers and partners. We will also focus equally on 'customer success,' which means delivery of the solution and ongoing value for many years.  
**Key Distributors:** StarLink  
**Key investments made over 2019:** Along with the continued product investment we have also invested in international markets including the Middle East.  
**Next phase for the IT industry will be:** There is a huge opportunity for managed security service providers to fill the gap of skills shortage. I also see that the cybersecurity industry is full of organisations offering the customer the 'silver bullet' to their security challenges. End users then end up with

a proliferation of technologies (over 40 in the typical enterprise) that may not integrate well together. This is a challenge for the entire eco-system including end users, channel and vendors.  
**Your biggest achievement till date:** I joined ThreatQuotient when it was a true start up and the threat intelligence platform (TIP) market was nascent. Four years on and today, we are an established, recognised and successful 'player' in the SOAR segment of cybersecurity.  
**What does innovation mean to you?** Innovation is about staying relevant. What may have helped an organisation be successful in the past could potentially be the cause of their failure in the future. Companies need to adapt and evolve to meet the ever-changing needs of their customers.



**AHMED ADLY**  
Alliance & Channel Lead  
UiPath

**Name:** Ahmed Adly  
**Designation and company:** Alliance & Channel Lead, UiPath  
**Years in the company:** Two  
**Years in the IT channel business:** 17  
**Company focus in 2020:** Democratizing Robotic Process Automation (RPA) to support enterprises in accelerating their digital transformation.  
**Key vendors:** Microsoft, SAP, Citrix, Oracle, Salesforce, K2, to name a few.  
**Key investments made over 2019:** Massive efforts were made by our channel team across the MEA region to grow our regional partner ecosystem, and enable them with the tools and knowledge to take new technologies like RPA to the market.

**Next phase for the IT industry will be:** Enterprise-wide adoption of RPA and AI, which will require investment in empowering the workforce of the future and enabling digital employees.  
**Your biggest achievement till date:** Enabling an ever-growing number of regional partners for the digital era which has resulted in tremendous impact on the demand for RPA and business growth of more than 300 percent YoY.  
**What does innovation mean to you?** Innovation is the creation, development and implementation of a new product, process or service, with the aim of improving efficiency, effectiveness or competitive advantage.



**MARIO M. VELJOVIC**  
General Manager  
VAD Technologies

**Name:** Mario M. Veljovic  
**Designation and company:** General Manager, VAD Technologies  
**Years in the company:** Three  
**Years in the IT channel business:** 25  
**Company focus in 2020:** Supporting our strong partner ecosystem in the region to execute even better by supporting them with lead and demand generation.  
**Key vendors:** Fujitsu, Pure Storage, ExaGrid, Cloudian, Cirrus Data, CobaltIron, Data Dynamics, Overland, Tandberg, SEP, PRTG-Paessler, Zenoss, TeamViewer, Hystax, Mobotix, Cathexis, Digitus, Kimimo, Alibaba Cloud, Zoho, FreshWorks, BooleBox, STC Cloud, Awingo, InfraScale, Texas Instruments and more to come.  
**Key investments made over 2019:** We have invested heavily in the cloudification

of our product and solutions portfolio, with many very innovative and disruptive vendors being onboarded. Furthermore, we have strengthened our lead and demand generation team.  
**Next phase for the IT industry will be:** The IT Industry will undergo further specialisation and will increasingly focus on output-oriented IT solutions. It's all about ROI and not 'nice to have'.  
**Your biggest achievement till date:** After 25 Years in the same Industry still being excited every day to get to work and always keen to explore new ideas.  
**What does innovation mean to you?** Innovation for me means finding better solutions that meet new requirements and sometimes yet unspoken needs. It's about being ahead of others in your thinking.



**AMIR AKHTAR**  
Manager of Channels & Distribution  
Middle east, Veeam software

**Name:** Amir Akhtar  
**Designation and Company:** Manager of Channels & Distribution – Middle east, Veeam software  
**Years in company:** Five  
**Years in IT:** 15  
**Company Focus in 2020:** Further solidifying Veeam software as the number one trusted cloud data management provider.  
**Key distributors:** Ingram Micro and Redington  
**Key investments in 2019:** Veeam has and always will invest heavily into our channel enablement strategy and ensure our ProPartner programmes are evolving to support today's market demands.  
**Next Phase in the IT Industry:** In the Middle East, I believe that the IT industry will take the next step into further leveraging cloud-based

capabilities, and we see an increasing number of technology companies focusing their core business on supporting the migration to cloud. This will mean businesses are now assessing how to migrate majority of their workloads into cloud environments rather than just non-critical applications which represent a small percentage of their workloads.  
**Your Biggest Achievement till date:** Spearheading three new business units within different companies from zero to multi-million-dollar territories and with highly aggressive growth rates within the first 24-36 months.  
**What does innovation mean to you:** Innovation is ensuring a company's product or service is constantly evolving and adapting to solve critical issues of today and tomorrow.



**OSSAMA ELDEEB**  
Director, Partner Organisation  
METNA, VMware

**Name:** Ossama Eldeeb  
**Designation and company:** Director, Partner Organisation, Middle East, Turkey and North Africa METNA, VMware  
**Years in the company:** Six  
**Years in the IT channel business:** 24  
**Company focus in 2020:** Helping organisations to manage applications and their ability to deliver personalised digital experiences to customers through these applications. We have recently launched VMware Partner Connect, a simplified and flexible program designed to enable partners to do business with VMware in a way that aligns to their business models and empowers them to work flexibly to meet customers' needs.  
**Key distributors:** Ingram Micro, Redington, Armada, Tech Data, Metra, Interdist and Westcon.  
**Key investments made over 2019:** VMware has signed numerous agreements with local government and private organisations in METNA, strengthening our in-country

relationships with key partners and helping us to bring the power of cloud-enabled applications to our customers.

**Next phase for the IT industry will be:** Further digital transformation, as organisations seek to increase efficiency while simultaneously boosting productivity and increasing their capability to launch exciting new products and services.

**Your biggest achievement till date:** Leading the channel team's engagement with our partners across the region, to help the partners transform and move from their focus on traditional legacy IT to lead with transformational technologies that can help the customer leapfrog into the mobile cloud era.

**What does innovation mean to you?** Innovation means using technology for the common good – To enhance the ability of all types of organisations to improve their operations and services, and to empower individuals to deliver their best though the intelligence application of technology.



**KHWAJA SAIFUDDIN**  
Senior Sales Director Middle East  
Western Digital

**Name:** Khwaja Saifuddin  
**Designation and company:** Senior Sales Director, Middle East, Western Digital  
**Years in the company:** 16 years  
**Years in the IT channel business:** 22 years  
**Company focus in 2020:** To make digital data safe, shareable and accessible to a much wider audience.  
**Key distributors:** Redington, Logicom, FDC, National Store, Tech Mart  
**Key investments made over 2019:** Our MyWD partners' programme continue to be a success since its inception in 2012. We have also introduced several exciting, new rewards programmes for our channel partners to help them grow, maximise profitability, and, most importantly, delight their customers.  
**Next phase for the IT industry will be:** We are on the cusp of truly realising the potential of AI and it will transform almost every aspect of our industry.

It will be a paradigm shift in the way technology interacts with users offering greater flexibility in how it is employed and opening a whole new spectrum of services and capabilities.

**Your biggest achievement till date:** My achievements are not possible without the hardwork and dedication of everyone at Western Digital. We have a real spirit of innovation within the firm and that is why I firmly believe my biggest achievement much like for Western Digital, is yet to come.

**What does innovation mean to you?** We are continually identifying where innovation can make a real difference, whether that is to streamline Edge computing networks or to reduce latency in the Cloud, we are always striving to overcome bottlenecks that prevent technology from being as effective as possible.