NEWS RELEASE

Mitel Appoints Feras Zeidan as Regional Director of Middle East and Africa

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Industry leader with extensive experience in the region to drive the company's growth and help organizations on their path to digital transformation

Mitel®, a global leader in business communications, today announced the appointment of Feras Zeidan to lead the company's operations in Middle East and Africa (MEA). As part of his role, Zeidan will be responsible for accelerating the company's growth and strategic initiatives in the region. With the #1 market share position in EMEA and #2 in UCaaS worldwide , Mitel is building on this momentum to further accelerate cloud adoption across EMEA while increasing its leadership position in the on-site market.

Zeidan brings more than 20 years of experience to the Mitel international team, having previously served as Vice President MEA and Turkey at Unify for three years, where he led the transformation of the company's go-to-market strategy to a channel-centric model. Before joining Unify, Zeidan held a number of senior leadership positions at Avaya, Trapeze Networks (Nortel), TechData, ITP and Farabi Networks. A seasoned communications professional with a proven track record, Zeidan holds a deep knowledge of the region and its partner landscape.

Zeidan will report to Thomas Veit, Mitel Regional Vice President for North/South Europe and Emerging Markets.

Quotes

“With businesses increasingly looking at collaborative and unified communications technologies to improve their efficiency and deliver better customer experiences, MEA represents a market with significant growth potential,” said Thomas Veit, Mitel Regional Vice President, North/South Europe and Emerging Markets. “Feras’ extensive experience, in both the region and our industry, will be instrumental in taking advantage of market opportunities and ensuring Mitel’s success in this region.”

“With its global market leadership and complete portfolio of on-site, private and public cloud unified communications solutions, Mitel is particularly well placed to address unique customer needs in the region, as they progress their digital transformation journeys,” said Feras Zeidan, Mitel Regional Director for MEA. “Our objective as a team will be to build upon this momentum and develop a solid partner base to help businesses transition, at their own pace, to advanced and seamless communications and collaboration technologies.”

Additional Facts

• Mitel ranks as the leading supplier of business communications systems in EMEA (source: MZA) and the #1 cloud communications supplier globally (source: Synergy).
• Mitel is the only brand recognized across the Gartner Magic Quadrants for Contact Center, Unified Communications and Unified Communications as a Service.
• Recently, Mitel introduced new releases for every major UC platform and applications suite. **Find out more**.

1MZA – Global Call Control Market - FY2018
2Synergy Research Group - 2019