

## InnSpire appoints Ahmed Farrash as new Regional Manager for Middle East and Africa

Dubai (2015-09-30): InnSpire, the JLT-based Swedish Mobile & IPTV Guest Engagement Solutions company, has announced Ahmed Farrash as their new regional director for the Middle East & Africa region. Based at InnSpire's offices in Dubai, the appointment of Farrash signals both the growing importance of the region as a business and tourist destination and the rapid growth of InnSpire's business there.

Martin Chevalley CEO and Co-Founder of InnSpire says,

"Ahmed possesses a thorough understanding of the industry and he has excellent relationships with hospitality decisions makers throughout the region. In this important and growing market his appointment will mean more hotels will be able to sell more, entertain better and optimize their operations by using InnSpire."

Ahmed comes with 12 Years of ICT channel sales experience, and for eight years worked in the hospitality sector as the Regional Sales Manager for DOCOMO interTouch, one of the world's largest hotel service providers, covering Middle East and Africa. He possesses a solid track record of sales and operations management leading a regional team of Business Development Managers as well as a sizeable operations and support team. His regional role allowed him to open new markets throughout sub-Saharan and North Africa. Throughout his tenure with DOCOMO, Ahmed managed strategic accounts including the Marriott international, Hyatt Hotels and Hilton worldwide. Previous to that, Ahmed worked as a Business Development Manager for four years between two system integrator companies based in Dubai where his main focus was on the SME and corporate sector.

Speaking of his appointment Ahmed says,

"I am very excited to join what I believe to be the most innovative company in the industry, in such a truly driven and progressive market as the Middle East - including the UAE, Qatar, Saudi Arabia and the neighbouring countries. InnSpire has quickly won a position as the new leading standard worldwide and I look forward to bringing that actively to the market here in the region.?"

Ahmed begins at InnSpire on the 14th of October 2015, and can be reached at [Ahmed.Farrash@InnSpire.Com](mailto:Ahmed.Farrash@InnSpire.Com).