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**Link to Word Doc:** [www.wallstcom.com/Riedel/230111-Riedel-Awan\_Appointment.docx](https://www.wallstcom.com/Riedel/230111-Riedel-Awan_Appointment.docx)

**Photo Link:** [www.wallstcom.com/Riedel/Abdul\_Hadi-Headshot.jpg](https://www.wallstcom.com/Riedel/Abdul_Hadi-Headshot.jpg)

**Photo Caption:** Abdul Hadi appointed Regional Sales Manager in Middle East

**Riedel Expands Presence in Middle East, Appointing Abdul Hadi to Serve as Regional Sales Manager**

**WUPPERTAL, Germany** — **Jan. 11, 2023** — Moving to further strengthen its presence and support capabilities in the Middle East, Riedel Communications has appointed Abdul Hadi to serve as regional sales manager, with a focus on Qatar and the Kingdom of Saudi Arabia. Abdul Hadi will manage key accounts for Riedel in the broadcast sector and help the company to continue building its footprint in the AV market and other verticals.

“Abdul Hadi has both the skills and experience to address the needs of clients across multiple verticals,” said Ahmed Magd el din Abdalla, Riedel Communications Regional Sales Director, Middle East. “He has a strong record of meeting growth targets and has been part of high-profile technical projects in the region. We’re pleased to welcome him to the Riedel team.”

Prior to joining Riedel, Abdul Hadi was with NMK Electronics Trading for nearly a decade, first as brand manager for the Dubai-based company’s business communication unit and then as a key account manager. Earlier roles included sales engineer for telecom services at EMS and trainee engineer at Mobilink GSM. Abdul Hadi holds a Bachelor of Science degree in electrical engineering (telecommunications engineering) from the Center of Advance Studies in Engineering.

“I have always been passionate about implementing new technologies to address the needs of the client, and I look forward to connecting clients across the Middle East with Riedel solutions and the benefits they deliver in broadcast, AV, and beyond,” said Abdul Hadi.

Abdul Hadi will be based in Dubai and report directly to Ahmed Magd el din Abdalla.

Further information about Riedel and the company’s products is available at [www.riedel.net](http://www.riedel.net).

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**About Riedel Communications**Riedel Communications designs, manufactures, and distributes pioneering real-time video, audio, data, and communications networks for broadcast, pro audio, event, sports, theater, and security applications. The company also provides rental services for radio and intercom systems, event IT solutions, fiber backbones, and wireless signal transmission systems that scale easily for events of any size, anywhere in the world. Riedel is headquartered in Wuppertal, Germany, and employs over 1000 people in 30 locations throughout Europe, Australia, Asia, and the Americas.

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