



**LIONEL REINA**  
CEO OF APO GROUP



*Former Vice-president and General Manager for Africa, the Middle East and Eastern Europe at Orange Business Services, the B2B division of French Telecom giant Orange.  
Former Director for the Middle East at Accenture.*

Lionel Reina has always had a mind for international business. Born in Lyon, France, he spent the first chapter of his life in Europe where he attended both Bordeaux Business School and Fachhochschule Munster in Germany. Earning his degree in business administration was just the beginning of what would become a blossoming career in information and communications technology.

Reina stayed in Europe for the early parts of his career until he moved to Washington DC, USA in 1998 to take on the role of Head of Sales and Marketing for South America with Global One. When the company merged with Equant three years later, Reina moved back to Europe, this time to London, to become the VP of Sales for Western Europe.

He spent the next 10 years doing business in Eastern Europe, Middle East and Africa (EEMEA), including a seven-year position as Vice President and General Manager for Eastern Europe, the Middle East, and Africa at Orange Business Services, the B2B division of French telecoms' giant Orange – a remit that covered more than 80 countries. At Orange, Reina led the regional transition of the OBS brand, and was responsible for several high-profile business achievements.

These included developing the Middle East's first IPTV installation in Lebanon, as well as a highly successful project to leverage "smart cities" regional opportunities across the GCC, notably at Pearl Island in Doha, Qatar and the KAFD (King Abdullah Financial District) in Riyadh, Saudi Arabia.

In 2012, he was appointed to significant board roles including Chairman of the Board for Orange Business Services legal entities in Saudi Arabia, as well as serving as a Board Member and Vice President of the French Chamber of Commerce in Dubai.



## HIGHLIGHTS

- Reina was named as one of the Top 10 networking senior executives on the coveted 'Power List' compiled by Network Middle East Magazine in 2011.
- Reina founded a C-level networking group based in Dubai called 'Le Club' – an initiative to unite top executives from major French organizations and promote networking and collaboration of its members working in the area.
- In 2013, Reina was appointed Accenture Middle East Director in the Gulf Region.
- After moving back to Europe, he moved on to the role of Group CEO for Simstream Group from (2014- 2016) and Managing Director Benelux for Damovo (2016-2018).
- Reina was appointed **CEO of APO Group in December 2018**.
- Reina was appointed to the DAZZL company board in July 2019. [Dazzl.tv](#) is an innovative mobile app and cloud-based video production suite revolutionizing the live production and delivery of mobile video content.
- Reina has been a speaker and moderator at Africacom 2019 and featured on [Captain of Industry](#) on CNBC Africa.

Reina currently resides in London with his wife. Together they have two daughters.

## NASDAQ

The appointment of Lionel Reina as CEO of APO Group was acknowledged with a photo of Lionel displayed on the NASDAQ Tower in New York's Time Square, one of the most valuable advertising spaces in the world.

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