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## **Former Almasa HDD veteran John David rejoins Almasa as GM of Component Business Department**

Almasa IT Distribution FZCO (Almasa), a leading regional distributor of IT hardware and networking solutions, has announced the appointment of former Almasa product and territory manager John David as General Manager for Component Business Department, in a move to further solidify the company's position as the leading distributor of IT hardware and networking solutions in the MENA region.

David brings 16 years of extensive experience in the IT industry, spent mostly on enhancing current business and managing startup operations in the Middle East and Africa. He was previously the Product Manager for Almasa's Storage division and was instrumental in extending the regional coverage for HDD products.

"John David exemplifies Almasa's commitment to excel its market leadership; his appointment is intended to maintain our lead in the MENA region's computer components distribution industry. David's considerable experience in the UAE's IT sector will help us maintain our top position in this thriving market," said Frank Sheu, CEO, Almasa.

"While Almasa remains a major player in the regional IT markets, it continues to experience strong industry competition and rising cost. What will differentiate Almasa from the field will be its renowned commitment to service excellence and superior customer support, in country logistics and customized credit line and the association of the world's top industry brands in its portfolio. The potential for growth is still significant given intense IT spending throughout the region; I look forward to helping the company further and extend its market reach," said David.

Founded in 1995, Dubai-based Almasa ITD FZCO is a member of the Almasa/Omniyat Group of Companies, a multi-billion dollar conglomerate focusing on technology distribution and real estate development in the MENA region. The company currently provides in-country services in Dubai, Riyadh, Kuwait, and Egypt through a highly experienced team of more than 200 professionals representing over 20 nationalities.

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