



## **XipLink announces appointment of Omar Diab, VP of EMEAA** **Experienced Sales Director to manage fast growing regions**

**January 12,, 2021 – Montréal, QC:** XipLink, the technology leader in Wireless Link Optimization is proud to announce that Omar Diab, based in Dubai, UAE, has joined the XipLink team as the VP of Sales for Europe, Middle East, Africa and Asia (EMEAA) regions. Omar will initially focus on the Middle East and North Africa (MENA) area while also picking up overall management responsibility for existing XipLink sales teams in Europe and Asia. The EMEAA markets have been growing rapidly for XipLink with focus on Cellular Backhaul, Telco's, Maritime, Defense and Mobility. Strategic partnerships across the regions and rapid growth, calls for regional presence and focus with a keen understanding of the market challenges and diversified landscapes.

In his recent 13 year tenure at iDirect, Omar was responsible for growing the Middle East region dating back to the inception of their regional Dubai office in 2007. He also has a solid technical background in the satellite communications space where he setup networks all over the MENA region. He has extensive experience in sales and management of Telcos, MNOs, Satellite Operators as well as Gov't and Defense sectors.

Jack Waters, CEO at XipLink notes, "We have known Omar for many years and enjoy working alongside him on various satellite networking projects. Now that he is moving to the network optimization business, XipLink is very fortunate to obtain his sales leadership at exactly the right time".

### **About XipLink, Inc.**

XipLink is the leading independent global technology provider for wireless link optimization using standards-based SCPS protocol acceleration, streaming data compression and Internet optimizations to deliver a better wireless experience over stressed communication links. XipLink is a privately-owned company with headquarters in Montreal, Quebec (Canada), integration facilities in Ashburn, Virginia (USA) and field personnel worldwide.

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