



## 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*

APO Group CEO 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 as 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, the 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.

Some of his most notable successes was development of 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 member and Vice President of the French Chamber of Commerce in Dubai.

Reina was named a Top 10 networking senior executive on the coveted 'Power List' compiled by *Network Middle East Magazine* in 2011.

He also founded a Dubai-based C-level networking group, 'Le Club,' an initiative to unite top executives from major French organizations to promote networking and collaboration among members working in the region.

In 2013, Reina was appointed Accenture Middle East Director in the Gulf Region. The following year, he returned to Europe to serve as Group CEO for Simstream Group, a position he held until 2016, and Managing Director Benelux for Damovo (2016-2018).

Reina was appointed CEO of APO Group in December 2018.

Reina spoke and served as a moderator at Africacom 2019 and was featured on [Captain of Industry](#) on CNBC Africa

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

## Photo 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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