



Orange Business Services appoints Vice President for Middle East, North Africa and Turkey region

- Focus on supporting digital transformation of enterprises and major infrastructure projects in the region

Orange Business Services has announced the appointment of Luc Serviant as Vice President for the Middle East, North Africa and Turkey (MENAT), based in the regional headquarters office in Dubai, UAE. Luc takes over the management of the region from Mickael Ghossein.

Previously leading the SITA large and complex integration unit working with the air transport industry, based in Geneva, Luc has over 25 years of experience in marketing and implementing IT solutions within the enterprise sector, focusing on strategic planning and people management responsibilities.

Prior to joining SITA, Luc held various international business leadership roles with Equant and then Orange Business Services, including Head of Global Services Europe & Russia, Head of Professional Services APAC, and Head of Global Consulting.

Luc will provide leadership and develop business strategies in response to the wave of digital transformation that is changing the business landscape for enterprises, for government bodies and for service providers in the region. Through deployment of state-of-the-art ICT solutions from Orange Business Services, companies can harness the power of digital technologies to create new business models that capture new revenue streams and empower employees to achieve more. Luc will set out his vision of how these transformations can be delivered at the forthcoming Orange Business Services customer conference, Hello! World Dubai, to be held at the Fairmont at the Palm 24-25 October 2016. (#HelloWorldDubai)

Luc holds an Electrical Engineering Degree from the National Institute of Applied Sciences (INSA) Lyon, France.

About Orange Business Services

Orange Business Services, the Orange branch dedicated to B2B services, is not only a telecom operator, but also an IT solutions integrator and applications developer in France and around the world. Its 20,000 employees support companies in all areas of their digital transformation: mobile and collaborative workspaces; IT/cloud infrastructure; fixed and mobile connectivity; private and hybrid networks; applications for Internet of Things, 360° customer experience and Big Data analytics; and cybersecurity thanks to dedicated experts and infrastructure to protect information systems. More than 3,000 multinational organizations and 2 million SOHOs, enterprises and local authorities in France rely on Orange Business Services as their trusted partner.

Learn more at www.orange-business.com or follow us on [LinkedIn](#), [Twitter](#) and our [blogs](#).

Orange is one of the world's leading telecommunications operators with annual sales of 40 billion euros in 2015 and has 154,000 employees worldwide at 30 June 2016. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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