



Riad Gydien

Executive Vice President and Chief Sales Officer,
EMEA and AP

50-Word Abstract

Riad Gydien leads a multiregional team in Europe, Middle East, Africa (EMEA) and Asia Pacific (AP) focused on driving value for our customers and business growth for SAS. He is responsible for establishing the business strategy within the regions of EMEA and AP and delivering topline revenue.

100-Word Abstract

Riad Gydien leads a multiregional team in Europe, Middle East, Africa (EMEA) and Asia Pacific (AP) focused on driving value for our customers and business growth for SAS. He is responsible for establishing the business strategy within the regions of EMEA and AP and delivering topline revenue. His customer-centric approach and forward thinking, paired with his passion for and experience in fast-growing markets, have created a strong foundation for achievements and growth in the regions he leads. Gydien's eagerness to understand the diversity of cultures in various markets, countries and regions has led to team cohesion and success.

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To contact your local sales office,
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