



Riad Gydien

Executive Vice President and Chief Sales Officer,
EMEA and AP

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 economically and culturally diverse regions of EMEA and AP and executing upon it to drive topline revenue and growth

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. This understanding translates to a demonstrated ability to help individuals, businesses and organizations improve how they manage and transform their data into insights.

Gydien spent more than 20 years working in high-technology industries across multiple geographies before joining SAS in 2007 as South Africa Country Manager. Continued success led to his growth trajectory: VP Middle East and Africa by 2008, Senior Vice President EMEA South in January 2017 and Senior Vice President EMEA in November 2019.

100 SAS Campus Drive
Cary, NC 27513

T +1 919 677 8000
F +1 919 677 4444

To contact your local sales office,
please visit: sas.com/offices