

## New APO CEO to take group global

A new CEO for the APO Group heralds a global expansion for the group, one of the largest media and communications powerhouses on the African continent, as well as a focus on digital.



Lionel Reina, chief executive officer, APO Group.

APO Group, the leading media relations consultancy and press release distribution service in Africa and the Middle East, has appointed Lionel Reina as chief executive officer (CEO). Founder and 100% owner of APO Group, Nicolas Pompigne-Mognard, will become chairman.

Pompigne-Mognard's focus going forward, will be on delivering high-level counsel for APO Group clients and developing his own investment fund dedicated to Africa.

Reina has over 25 years of senior management experience and a strong history of providing effective leadership and delivering significant growth. From 2003 to 2012, he was vice president and general manager for Eastern Europe, the Middle East and Africa at Orange Business Services, the B2B division of French telecoms company Orange – a remit that covered more than 80 countries. He was made general delegate and chairman of the board of Orange Business Saudi Arabia in 2012.

In 2013, Reina was appointed Middle East director in the Gulf region for Accenture. More recently, he was managing director Benelux for Damovo which was acquired by Eli Global in July 2018. In 2011, he was named as one of the Top 10

networking senior executives on the coveted 'Power List' compiled by Network Middle East Magazine.

As CEO of APO Group, Reina assumes operational responsibility for all aspects of the business and will look to grow its portfolio of clients and continue its international expansion and digital transformation - building on the company's extraordinary successes over the last 11 years.

## **Influence**

Reina's appointment is a signal of the company's ambitions as it moves into the next phase of its development.

Since its formation in 2007, APO Group has quickly become the most influential and reputable media relations consulting firm in Africa and the Middle East through its pioneering press release distribution and innovative monitoring solutions. Its global advisory services allow organisations from all over the world to harness the potential of media by developing strategic communications plans that help to build positive connections with key audiences.

APO Group can count Facebook, Hilton and PwC among more than 300 prestigious clients - and 57 of the biggest global PR agencies regularly rely on APO Group's media expertise to increase their clients' exposure.

APO Group has built strategic partnerships with Bloomberg, Getty Images, CNBC Africa and many other international media organisations, and is also the main official sponsor of World Rugby's African association, Rugby Africa.

"This is the right time for APO Group to bring in a professional CEO as we continue to grow," said Pompigne-Mognard. "Lionel has a fantastic track record in helping companies scale up quickly and break new ground.

"I have known Lionel for many years, and from the moment I decided to change my role, I was certain he was the right person to help change the narrative of APO Group and move us forward to the next level and beyond," said Pompigne-Mognard.

"This is a great opportunity and I want to personally thank Nicolas for the trust he has placed in me," said Reina. "I've been following the progress of APO Group for years and been hugely impressed by their approach to innovation and willingness to stay ahead of the competition.

"I want to ensure we keep our strong customer focus and build on our reputation as a global consultancy with unique experience and relationships across the media landscape."

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