

## COMATCH Strengthens Its Business in the Middle East

**Maher Abouzeid named Associate Partner to represent the marketplace's interests and serve as a local contact**

*Dubai/Berlin, 10th May 2022* – COMATCH, the leading European marketplace for independent business consultants, is expanding its local footprint in the Middle East. Representing the German company's business interests as Associate Partner is the former Group General Manager of Publicis, Maher Abouzeid. Effective immediately, he will serve as the contact for local companies. By doing this, COMATCH bolsters its service as the first consulting network with a dedicated representative in the region.

Businesses seeking external support and looking to benefit from a combination of innovative technology and personal service find exactly that on [comatch.com](https://comatch.com). COMATCH's proprietary algorithm filters for ideal candidates from a network of over 15,000 consultants and industry experts, matching them to the searching company's needs. In addition to the experts' occupational expertise, their social competencies and personal skills are factored into the results. The combination of personal service and artificial intelligence facilitates a perfect match between the request and the consultant's profile.

"Due to the great demand for highly qualified resources in the tech and digital industries, we recorded a 45% increase in project requests from our clients in the last months," says **Clément Eymard, the Managing Director of COMATCH MENA and Southern Europe**. "We are thrilled to have a well-connected partner on our side with Maher, who knows the trade in the Middle East like the back of his hand and will be on the ground accelerating our business."

**Maher Abouzeid, Associate Partner** continues: "According to Saudi Arabia's Ministry of Human Resources and Social Development ([HRSD](#)), the number of independent consultants grew to 1.5 million last year in Saudi Arabia alone. We believe this upward trend will continue. For that reason, I am all the more excited to take on the role of Associate Partner and make a crucial contribution to COMATCH's success, matching consultants and experts from all fields to fill companies' needs."

Founded in 2014 by McKinsey alumni Dr. Christoph Hardt and Dr. Jan Schächtele, COMATCH has been operating in the Arabic market since 2017. In its international network for the MENA region alone, there are more than 700 top-tier consultants and industry experts as well as over 1,000 Arabic-speaking advisers who are local and specialise in the Middle Eastern market. In addition to the six leading consultancy firms, COMATCH clients in the region include large corporations such as Siemens, Taqa and Transco. As the leading consultancy network in the MENA region, COMATCH aims to expand its network to 1,000 consultants in the Gulf Cooperation Council, and to develop strong relationships with large corporations in the UAE, Saudi Arabia, Qatar and Bahrain.

### About Maher Abouzeid

[Maher Abouzeid](#) is an experienced marketing and communications expert who started his career at BBDO Cyprus in 1983. In 1991, during the Gulf War, he moved to Los Angeles, where he was involved in founding a socio-political magazine and building up its marketing and distribution departments. Near the end of 1991, he returned to the Middle East as the General Manager of Publicis Dubai. In his years as Group General Manager, he was instrumental in building the agency's specialised regional entities (Publicis' Media, Activation, Social & Digital companies). This contributed to the agency's accumulation of clients as well as the growth of its business, leading the agency to top rankings in the region.



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### About COMATCH

COMATCH is Europe's leading marketplace for top freelance management consultants and industry experts. COMATCH combines personal service and innovative technology to quickly and flexibly find the best experts for all business challenges. Companies of all sizes and industries – from start-ups to corporations – use the support of [comatch.com](https://comatch.com) to achieve sustainable project success. The curated COMATCH network includes more than 15,000 consultants from over 120 countries. COMATCH was founded in 2014 by McKinsey alumni Dr. Christoph Hardt and Dr. Jan Schächtele and employs over 130 people in Berlin, Paris and London.

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