

Press Release

Graz, August 28th, 2023

Digital Signage Visionary joins easescreen: A New Era of Innovation in the Middle East

Mohyee Dorgham joins easescreen as Sales Director Middle East with a special focus on partnerships in Saudi Arabia.

easescreen, a pioneering force in the digital signage industry, is thrilled to announce the addition of a seasoned professional, Mohyee Dorgham, as Sales Director Middle East to its team. Mohyee Dorgham brings over three decades of sales expertise and a dynamic career that spans various horizons. His strategic entry into the easescreen community promises to usher in a new era of innovation and growth in the Middle East.

Mohyee Dorgham's journey with easescreen began with a strategic LinkedIn connection, accompanied by active interest in the vibrant business landscape of Saudi Arabia. His keen interest in staying up-to-date with industry trends aligns perfectly with easescreen's mission to lead the Digital Signage sector. His impressive career trajectory includes a significant role with Siemens supporting Saudi Arabia, Egypt, and Kuwait. Later he transitioned to become the Sales Director for the Middle East at Planar Systems, a prominent US-based company. This journey has uniquely positioned him to bridge old connections and bring valuable insights to the easescreen team.

For Mohyee Dorgham, this alignment with easescreen is more than a professional journey; it's a meeting of personal philosophy. Beginning as an original engineer and transitioning through hands-on operational roles, Mohyee Dorgham found his calling in technical sales, driven by his programming skills. He views easescreen as a company that knows what it wants and is not afraid to change and grow to remain at the forefront of the industry. Mohyee Dorgham's commitment to innovation is underscored by his belief that it's only through careful research and development that a company can stay competitive.

In a region teeming with momentum, Mohyee Dorgham sees vast potential for digital signage solutions to flourish. He invites industry stakeholders, old and new, to join him on this exciting journey as easescreen sets trends and shapes the digital signage landscape in the Middle East.