

Microsoft Gold Partner 'Hable' Goes International

Microsoft change management and adoption specialists Hable today announce they are going global with the launch of Hable Middle East. This move marks Hable's very first strides into international markets.



United Kingdom, Oxford, Jul 15, 2021 ([IssueWire.com](https://www.issuewire.com)) - Microsoft change management and adoption specialists [Hable](https://www.issuewire.com) today announce they are going global with the launch of Hable Middle East. This move marks Hable's very first strides into international markets.

"This is a huge moment for Hable," says Mark Reynolds, Hable's Founder. "We think we've built something very special here in the UK, and thanks to the hard work, dedication, and creativity of our fantastic team, we are ready to push ourselves, be brave, and export our model internationally, starting with the Middle East."

Back in 2014, Mark quit his job at Microsoft to start Hable. Since then, the company has gone from strength to strength, partnering with Microsoft to deliver Adoption and Change Management services to their customers. The UK team is over 30 people and our customer base includes the Houses of Parliament, NHS Scotland, and The University of Manchester.

"When I started Hable back in 2015, I couldn't have imagined we'd be in a position to launch in the Middle East," says Mark. "We have had customers there for a while, but setting up an office in Dubai demonstrates the growth we're having as a business and our big ambitions for the future."

Heading up Hable Middle East is the new General Manager Saad Belda, an entrepreneur and managerial professional based in Dubai. With a strong background in the automotive industry, Saad has held roles with global brands such as Nissan & Hyundai, working in both Europe and the Middle East.

“It is my pleasure to join as the new General Manager for Hable Middle East,” says Saad. “I’m really impressed by the successes and achievements of Hable over the last few years and excited to start setting up the business outside of the UK.”

Setting up in a new country from scratch is not without its challenges, so Hable is looking to draw on Saad’s experience of building businesses in the UAE. “The Middle East region is unique in terms of business and culture patterns,” says Saad. “I am delighted to act as the bridge between the UK and the Middle East.”

As companies in the region continue down their digital transformation journey, there’s a clear awareness of the necessity of new ways of working as we move to a hybrid way of working in a post-pandemic era.

“Hable Middle East is here to support the region in this journey and provide a clear answer to challenges. Our global mission is to change the way people feel about technology, and that is our value for the Gulf region too.”

Hable’s Microsoft 365 adoption and change management solutions will help regional clients build smart workplaces, increase their staff technology adoption, and maximise their return on investment.

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