

## Yahsat appoints Farhad Khan as new CCO

Al Yah Satellite Communications Company (Yahsat) has appointed Farhad Khan as its Chief Commercial Officer (CCO).



Farhad Khan

Khan will be responsible for the overall customer operations, marketing and sales management activities of Yahsat.

Reacting to the executive appointment Masood M. Sharif Mahmood, chief executive officer said: “Farhad has a proven record in the telecommunications industry combined with strong leadership skills and deep industry knowledge. I wish Farhad every success in his new role and have full confidence that with his leadership we will continue our growth trajectory.”

Khan, commented: “I am delighted to be joining Yahsat at such an exciting time. Yahsat’s achievements in less than five years of operations, with the launch of two satellites and serving many communities across the Middle East, Africa, Central and South West Asia, has been nothing short of remarkable. During this next critical growth phase I will concentrate on establishing new partnerships, work on the launch of Yahsat’s third satellite Al Yah 3 and drive the business as we enter more than 20 additional markets.”

Khan brings with him a wealth of experience in commercial and business turnaround strategy. He is a seasoned veteran in the telecommunications industry, having worked across Africa and Asia, bringing more than 25 years of experience in

leadership roles to Yahsat. He has multi-functional experience across business development, marketing and strategic planning.

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