

For immediate release

Advancis Middle East under new management

Stefan Olf takes over responsibility for the Advancis subsidiary in Abu Dhabi as General Manager

Frankfurt / Langen / Abu Dhabi, April 03, 2024 – Advancis Software & Services GmbH, one of the international market leaders in vendor-neutral PSIM, has appointed Stefan Olf as General Manager of its national subsidiary Advancis Middle East, based in Abu Dhabi, United Arab Emirates. In close coordination with the Advancis Board, Stefan Olf will assume responsibility for the local turnover and sales figures and the further successful expansion of business relationships in the Middle East. In addition to its headquarters in Germany, Advancis is represented by national subsidiaries in seven other countries. With this appointment, Advancis is strengthening its growth course in a very dynamic market environment.

Stefan Olf has more than 20 years of experience in international sales of enterprise software and SaaS solutions as well as cloud services and has been working for Advancis as Director Sales Operations since 2021. Previously, the electrical engineering and information technology graduate held various management positions, including at Planon GmbH, where he was responsible for sales in the Central Europe region for over 10 years. In future, he will focus on expanding and further developing the areas of business development and local support and service structures. In his new position, Stefan Olf will be supported by the long-standing Technical Director Mohammed Zubaidi.

Jan Meiswinkel, CEO, and co-founder of Advancis, believes that the Middle East subsidiary is now in the very best hands: "I have known Stefan for some time. In recent years, it has become clear that he has both in-depth management expertise and outstanding leadership skills. He knows the company, our internal processes, and the tasks at hand inside out and has a particularly good feel for local market conditions. I am convinced that in his new position he will take our national company in the United Arab Emirates forward and continue to drive its dynamic growth."



Picture: Stefan Olf takes over responsibility for the Advancis Middle East country organization as General Manager.
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About Advancis: Advancis Software & Services GmbH is an ISO 9001 certified, global software company that provides open integration software platform and open API-driven applications built around each organizations unique policies and procedures, to help solve real-world problems at scale. Founded in 1994, Advancis today is a global leader with over 2300 installations in over 70 countries, including some of the top Fortune 500 enterprises and government agencies, with products deployed in over 20 languages, world-wide. The company delivers fully redundant, built-in hot-standby multi-tenant solutions, using both SaaS and on-prem environments, including integrated security, building automation, IT, and communication systems. Advancis is headquartered in Germany with offices and partners around the world. To learn more about the award-winning Advancis solutions, visit www.advancis.net and follow us on social media.

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