

# norbloc hires Head of MENA and expands its Middle East team

DUBAI, DUBAI, UNITED ARAB EMIRATES, September 19, 2018 /EINPresswire.com/ -- Dubai, September 17, 2018: norbloc, the regulatory blockchain application provider, has announced the appointment of Ian Norville as Head of MENA, bringing extensive experience from top-tier international institutions to the company.

"We are very pleased to announce and welcome Ian Norville as Head of MENA. Ian will be based in Dubai, UAE, with a mandate of leading the norbloc sales team in the Middle East, developing new business opportunities and creating customized solutions to customer needs," said Astyanax Kanakakis, CEO and co-founder of norbloc. "We are further signifying our commitment to the region and strengthening our presence by opening a permanent office at DIFC in Dubai and recruiting an experienced team to be permanently present on the ground. Ian is an internationally experienced Enterprise Technology Sales and Marketing professional who will be instrumental in driving our efforts across the Middle East, where we are seeing increasing demand for our platform. He will work to ensure that we are well positioned to capitalize on the growth opportunities that lie ahead of us in 2019."



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*Astyanax Kanakakis*

Ian Norville comes to norbloc from Microsoft in New York City, where for the past 4 years he led an account team serving key Fortune 500 customers across the financial services and retail sectors, with focus on enabling digital transformation through enterprise technology. Prior to that, Ian was based in Dubai for 4 years and held various Business Development / Innovation roles at CEMEX, a NYSE-listed building materials company. Ian holds a Bachelor of Arts from Claremont McKenna College in Los Angeles, USA and an MBA from the Wharton School of the University of Pennsylvania, USA.

For more information, please contact us at

info@norbloc.com or visit the norbloc website at [www.norbloc.com](http://www.norbloc.com)

About norbloc:

Founded in 2016 and headquartered in Stockholm, Sweden, norbloc builds regulatory applications on blockchain platforms. Its flagship product, Fides, is a digital solution to KYC

processes via a fully regulatory compliant blockchain application that allows for KYC files to be shared among financial institutions, removing duplication of efforts and reducing costs. The team behind norbloc holds significant experience in blockchain technology development, financial services and consulting from companies such as UBS, Lehman Brothers, ING and McKinsey & Co. The company is a core member of and frequent contributor to the Hyperledger consortium and aside from its headquarters in Stockholm, operates offices in Athens, Greece and Dubai, UAE. In November 2017, norbloc was recognized as one of the most innovative companies in the RegTech (regulatory technology) space via inclusion in the RegTech 100 list.

Nikos Patsiogiannis  
norbloc AB  
email us here  
+302130994000

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