



# NVIDIA Appoints Retail Manager for Middle East Region

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*Senior Executive to strengthen NVIDIA retail relationships in Middle East.*

PR9.NET May 05, 2008 - Dubai, United Arab Emirates - NVIDIA (Nasdaq: NVDA), world leader in visual computing technologies, announced the appointment of Mr. Ramesh Ramanandan as Retail Manager for the Middle East. Mr. Ramanandan will be responsible for driving retail relationships in the region, securing new business and working closely with the channel to deliver and supply appropriate product solutions to meet customer demand.

"We are delighted to welcome Ramesh to NVIDIA at this important stage in our growth and expansion into the Middle East. We have identified this region as a high potential market with tremendous opportunities and have outlined a well planned marketing strategy. By providing the firm with on-the-ground retail management expertise, local insight and support, Ramesh's appointment will further strengthen NVIDIA's leadership position by driving the retail channel network, consumer initiatives and provide NVIDIA crucial market feedback which in turn will help us deliver a consistently positive customer experience", said Mr. Daniel Saison, Director Sales, Middle East, India and Africa, NVIDIA.

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## About NVIDIA

NVIDIA is the world leader in visual computing technologies and the inventor of the GPU, a high-performance processor which generates breathtaking, interactive graphics on workstations, personal computers, game consoles, and mobile devices. NVIDIA serves the entertainment and consumer market with its GeForce® products, the professional design and visualization market with its Quadro® products, and the high-performance computing market with its Tesla™ products. NVIDIA is headquartered in Santa Clara, Calif. and has offices throughout Asia, Europe, and the Americas. For more information, visit [www.nvidia.com](http://www.nvidia.com).

## About Oak Consulting

OAK Consulting is a young and dynamic Public Relations and Marketing Consultancy company in the UAE. We are 2 like-minded entrepreneurs - creative and strategic thinkers - who bring professional and educational credentials as well as extensive PR and marketing experience to your business.

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