

## **APO Group appoints regional VP for the Middle East**

Pan-African communications consultancy and press release distribution service, APO Group, has appointed sales and marketing veteran, Shaker Akbar, as its new regional vice president for the Middle East.

Akbar has over 20 years of experience having worked for hotel brands such as the Ritz-Carlton Hotel Company and Four Seasons Hotels and Resorts. He was most recently the vice president of business development for Caesars Palace.

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