

## Mobile Digital Insights (MDI) acquires majority stake in Insightek – providing a platform for harnessing client growth in North Africa and the Middle East!!

Australian headquartered mobile in-the-moment specialist insights consultancy MDI has made a bold entry into the North African and Middle East markets through the majority acquisition of Moroccan based research agency, Insightek, for an undisclosed price.

Insightek founded in 2018 by Nabil Abouzaid conducts full-service research across the North African region and adds a key growth region to MDI's already wide geographic coverage – incorporating presences in Australia, South Africa, Kenya, Belgium, UK, USA and Argentina.

According to James Fergusson (MDI Group CEO): “MDI's in-the-moment mobile research offer is ideally suited to the needs of clients in North Africa and the Middle East. Our partnership with Insightek is extremely exciting and provides a platform for supporting clients in these rapidly growing regions.”

The merged business **MDI-Insightek** will be based in Casablanca with Nabil Abouzaid as its Managing Director.

Nabil Abouzaid commented: “Insightek's acquisition by MDI means a transformative opportunity for our company not only in North Africa but also in the wider Middle East and Francophone Africa region. Together, we are determined to unlock boundless potential, revolutionize clients' experiences, and shape the future of our industry in these regions.”



**Pictured: Nabil Abouzaid (CEO Insightek), James Fergusson (CEO MDI), David Somers (COO MDI), Sam Stelitano (CFO MDI)**

## James Fergusson

CEO, MDI

Leading global expert in mobile technologies and their impact on the way people live their lives. CEO and Founder of MDI (Mobile Digital Insights Pty Ltd) a mobile based consumer insights multi-national res tech & consulting firm with offices in Australia, South Africa, Kenya, Belgium, UK, USA and Argentina. Previously held global leadership roles with KANTAR. These included Global Head Digital (TNS), Global Managing Director Technology Sector (TNS) and Global Head Rapid Growth & Emerging Markets (TNS). Australian by birth and graduate of Monash University.



## Nabil Abouzaid

CEO, Insightek

A passionate market researcher, Nabil is a currency in Market Research in Morocco. Before founding Insightek, Nabil managed Ipsos' business in Morocco & Algeria for more than 6 years. He has also worked for Orange Morocco (as a Market Research Analyst), KANTAR (TNS) Morocco (as Director of Research) & Danone Morocco (as Research & Media Director). Nabil is currently the ESOMAR Morocco country representative and holds a BA degree from ENCG Settat, a Master degree from IAE Toulouse & an MBA degree from ISCAE Casablanca.

