

Martin Rist, as HP Business Manager for Education for the Middle East and Africa region, is regularly involved in big educational projects either as consultant and sales manager. He also does business development for new education solutions and services for the educational needs of today's issues.

Martin is a member of an NGO in South Africa www.siyabonga.org where he supports the ICT education part on child and adult education programs. He is CEO of a small German charity organization plus founder and co-owner of an event marketing agency.

Until recently he was also board member of Micro-Enterprise Acceleration Institute www.me-a-i.org, an international, non-profit organization that among other projects develops and offers trainings with innovative learning programs for students, teachers and entrepreneurs.

Martin lives in Munich, Germany and is married with three kids. In his free time he enjoys event management by organizing and developing social networking events for business people.