

ICC EXPERT PROFILE

SAUDI ARABIA

BEN QUEISSER

Company: Apex Ventures

Role: Co-Founder & CEO

Target market covered: Saudi Arabia

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Ben is an industrial strategist, venture builder and market-entry expert with extensive experience helping technology, industrial, energy and advanced manufacturing companies enter, localize and scale in Saudi and the GCC.

Having held senior leadership roles at the Public Investment Fund (PIF) and NEOM, he combines deep knowledge of the Saudi market with strong relationships across government, industry, investment and innovation ecosystems.

With more than 20 years of international leadership experience, he's led business transformation, growth and commercialization initiatives across multiple regions, developing market-entry strategies and building partnerships in complex environments.

Expert summary for companies:

- Saudi market entry, export readiness, localization and go-to-market strategy.
- Business model adaptation, market-fit validation and commercial feasibility.
- Sales strategy, business development, channel partnerships and lead qualification.
- Saudi ecosystem navigation across government, industry, investors and innovation networks.
- Commercialization, operating models, execution planning and partnership structuring.

Sector expertise

Particular expertise on renewables and sustainable energy, as well as the Saudi Arabia's four national priority sectors:

- Health & Wellness,
- Sustainability & Essential Needs,
- Energy & Industrial Leadership, and
- Economies of the Future

TYPE OF SUPPORT PROVIDED

Market Entry & Localization: Help technology, industrial and energy companies enter, localize and scale in Saudi through market assessment, commercial validation, operating model design and go-to-market execution aligned with Vision 2030 priorities.

Ecosystem Navigation & Stakeholder Engagement: Leverage extensive relationships across government, regulators, investors, corporates, universities and innovation ecosystems to accelerate market access, partnership development and execution.

Business Development & Commercialization: Design growth strategies, partnership models, sales pathways and commercialization plans that translate technology and innovation capabilities into sustainable revenue.

AREAS WHERE WE CAN SUPPORT ICC COMPANIES

- Market readiness assessment
- Business model review
- Market-entry strategy
- Sales strategy
- Pricing / commercial model advice
- Marketing and localisation advice
- Public-sector procurement guidance
- Partner search
- Distributor / reseller search
- Buyer mapping
- Lead generation
- Investor / ecosystem introductions
- Export mission preparation
- Support during local meetings
- Follow-up after buyer meetings
- Risk, compliance, and local business culture advice

TARGET CUSTOMER AND NETWORK ACCESS

Government / regulator nodes in KSA innovation ecosystem: senior leadership at the Ministry of Investment for Saudi Arabia (MISA), the Ministry of Energy, the Ministry of Education and the Research, Development, and Innovation Authority (RDIA).

Giga-project / industrial decarbonization / infrastructure stakeholders: senior leadership at NEOM, PIF, Aramco Ventures, Acwa Power and Saudi Red Sea Development.

Corporate partners, integrators, and investors relevant to ICC-company profiles: senior leadership at Saudi Venture Capital Fund (SVC), Blossom Accelerator, King Abdullah University of Science and Technology (KAUST) and other top-tier accelerators and research institutions.