



*“If you know where you want to go and why you want to go there, Critical Path Strategies can be your GPS. Critical Path Strategies will guide, advise, and direct you on the best, most efficient, and secure way to reach your goals.”* - Bernard Ferber

Bernard Ferber is Critical Path Strategies’ Middle East Managing Director. Bernard capitalizes on his expertise in business development, sales, and corporate strategy execution in his role, which includes helping clients identify customer-facing initiatives that will fulfill their corporate strategy. He will bring Critical Path Strategies’ best practices in sales team development and sales consulting to Middle Eastern clients.

Early in his career, Bernard worked for IBM and a European IT service organization in the banking sector. Subsequently, he spent 12 years with NESS Technologies, Inc., serving in various senior management positions. As regional sales director, he introduced the Critical Path Strategies sales methodology throughout the sales organization. Most recently, leveraging his sales experience and expansive knowledge of the IT industry, Bernard founded his own consulting company, counseling market-leading clients in how best to achieve their business development goals.

Bernard studied economics and information technology at the University of Geneva. Multilingual, he facilitates workshops and coaches executive teams in French, English, and German.

Living in Geneva, Bernard enjoys spending time with his four children and their families. A frequent traveler, he especially enjoys multicultural environments and encounters.