

# PRESS RELEASE



FOR IMMEDIATE RELEASE  
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## PROBE ANNOUNCES NEW LEADERSHIP IN EASTERN HEMISPHERE SALES

**FORT WORTH, Texas, DECEMBER 20, 2023** – Probe, a leading provider of logging and reservoir monitoring technology for the worldwide oil, gas, and geothermal sectors, announced today the selection of various new leadership additions.

Dominic Dieseru will be the Vice President of Sales for international markets. Based in London, Dieseru brings with him a wealth of experience gained during his distinguished 30-year career at Baker Hughes, where he held various key positions.

In his most recent role at Baker Hughes, Dominic Dieseru served as the Global Sales Director, Wireline, overseeing strategic sales initiatives on a global scale.

Probe is also pleased to announce the appointment of Adnan Eldeeb as the MENA Region Sales Manager. Eldeeb will be joining the esteemed team at Probe Dubai and will be reporting to the Vice President of Sales, Dominic Dieseru. This appointment comes as part of the company's strategic efforts to strengthen its presence in the Middle East and North Africa (MENA) region.

Eldeeb will be taking over the position from Jim Coghill, who has served as the MENA Region Sales Manager and will be retiring at the end of 2023. Mr. Coghill has made significant contributions to Probe Technologies, and the company extends its deepest gratitude for his years of dedicated service.

Eldeeb brings with him an impressive background of over 20 years in oilfield sales and operations. Most recently, he served as a key figure in leading the Sondex and Baker Hughes wireline product sales in the region over the past decade.

"I'm excited to join Probe's team of industry experts," said Eldeeb. "I look forward to contributing to the company's continued success by strengthening our customer base in the MENA region and delivering superior customer service. Together with the talented team at Probe, I am confident that we will achieve new heights in the industry."

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For a web version of this press release visit the company's newsroom at [www.probe1.com/news](http://www.probe1.com/news). Connect with Probe on LinkedIn, X and Facebook @ProbeUSA

### About Probe

Headquartered in Fort Worth, Texas, Probe is widely recognized as an industry leader in cased hole well logging and advanced monitoring technology. Probe designs, manufactures, markets and supports a wide range of tools and systems that provide critical well data for cased-hole formation evaluation, reservoir monitoring, production profiling and well integrity management that are fit for purpose: accurate, reliable and robust. Oilfield service companies, IOCs, NOCs and geothermal companies around the world trust and rely upon Probe to deliver equipment that leads to optimization of their assets.

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Dominic Dieseru



Adnan Eldeeb