



**Ali Ibrahim,  
Deputy Director General,  
Department of Economic Development (DED),  
Government of Dubai**

As Deputy Director General at the Department of Economic Development in Dubai (DED), Ali Ibrahim is entrusted with enhancing DED's role in the emirate's strategy to remain in the forefront of countries applying the highest standards in doing business across the economic, social and cultural domains.

Mr Ibrahim is also responsible for evaluating regional and global economic developments as well as their impact on Dubai and its competitiveness. In addition, he supervises surveys and the collection and publication of economic indicators in Dubai and business-related statistics.

Mr Ibrahim participated in the working groups, which prepared Dubai Strategic Plan 2007-2015, and also supervised DED's working team, which updated the economic plan 2013 -2015.

Mr Ibrahim started his career with the UAE Central Bank in 1983 in Abu Dhabi where he rose through the ranks to become Assistant Manager for Research and Statistics. Since joining DED in 1993 he has held several positions including Head of Studies and Planning Department, Head of Commercial Registration Department and Deputy Director General for Executive Affairs.

Key positions currently held by Mr Ibrahim include Chairman of Amlak Finance; Board Member of Emaar Industries and Investment; Managing Director, Emcredit; and Board Member of Emcredit Collection Company. Earlier, he was also Board Member of Dubai Financial Market, Member of the Supreme Insurance Committee and Chairman of Emaar Financial Brokerage, and Member of Commercial Agencies Committee.

He was also the General Co-ordinator of the Economic Development Committee of the Executive Council of Dubai, and Technical Co-ordinator of the Dubai Islamic Economy Development Centre.

Mr. Ibrahim holds a Bachelor Degree in Business Administration and English Language from the UAE University. He has also participated in several courses and conferences and attended working groups in global bodies such as the International Monetary Fund. He was one of the first graduates of the Government Leadership Programme of the Mohammed Bin Rashid Centre for Leadership Development.

**Mostafa Karam**

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Dubai, UAE

**QUALIFICATION**

Has 30 years of experience with Emirates Airline since 1990 in a Senior Management position, working with diversity of nationalities, continuing to maintain the brand image of the company and raising the service standards.

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**PERSONAL DATA**

Date of Birth	26 December 1961
Nationality	UAE
Status	Married

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**CERTIFICATES & MEMBERSHIPS**

- Member of the Airline of the Year Award, 1998
  - Long Service Award, 2010
  - Member, Department Heads, Emirates Airline and Group
  - Member, Steering Committee, Product Monitoring and Development, Emirates Airline
  - Member, Board of Directors, EMAAR Industries and Investments
  - Member, Board of Directors, EMAAR Hospitality Group L.L.C.
  - Member, Board of Directors, Amlak Finance Egypt
  - Chairman, Memaar Building Systems FZC
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**EDUCATION**

- International Protocol Managers Training, 2012  
The Protocol School of Washington  
Dubai, UAE
- Project Management for Managers, 2007  
Dubai, UAE

- International Executive Program, 2006  
INSEAD, Fontainebleau, France
  - Diploma in Global Business Consortium, 2004  
London Business School
  - IATA Diploma in Airline Marketing (Geneva), 1997
  - IATA Strategic Selling (Geneva), 1995
  - IATA Diploma in Airline Management (Geneva), 1994
  - Bachelor of Arts, 1984  
UAE University
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## **EMPLOYMENT**

Senior Vice President, Customer Affairs and Service Audit  
Emirates Airline  
1998 – Present

Regional Country Manager, Egypt, 1996 – 1998

Regional Country Manager, Oman, 1993 – 1996

Manager, UAE Sales, 1992 – 1993

Assistant Country Manager, Singapore, 1991 – 1992

Assistant Country Manager, Pakistan, 1990 - 1991

Date of Joining, 19 April 1990

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## **PERSONAL INTERESTS**

Reading, walking, jogging, and travelling.

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## **REFERENCES**

References are available on request.

# AHMAD JUMA MOHD MATAR AL FALASI

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A C-level Executive with extensive professional experience and significant leadership accomplishments in various high-paced organizations. Demonstrates drive and ambition to excel in all aspects of business, allied with diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals. Applies qualities of integrity, credibility, and a passion for progress to strategic efforts.

## KEY SKILLS & ACCOUNTABILITIES

- |                           |                                   |                           |
|---------------------------|-----------------------------------|---------------------------|
| ✚ Leadership              | ✚ Financial Planning & Management | ✚ Process Improvement     |
| ✚ Strategic Planning      | ✚ Operations Management           | ✚ Monitoring & Evaluation |
| ✚ Organizational Strategy | ✚ People Management               | ✚ Stakeholder Management  |

## PROFESSIONAL EXPERIENCES

**EMAAR**

Emaar Properties PJSC is one of the leading property developers and integrated real estate services companies in the Middle East. Emaar has developed the most prestigious communities in the UAE and is behind the construction of two of the most important landmarks in the world – Burj Khalifa and The Dubai Mall. Emaar has partnered with leading companies worldwide and is already among the Fortune 500s. The company envisions being one of the most valuable companies in the world.

### **Executive Director, Group Operations November 2014 till date**

- ✚ Represents Emaar Properties PJSC to a diverse group of stakeholders – acting as an ambassador for the organization.
- ✚ Serves as a trusted advisor to the Chairman, Board Members, and Senior Management team as they develop and implement Emaar's strategic plans.
- ✚ Reviews outcomes and metrics created for evaluating impact by regularly measuring performance and effectiveness using those metrics
- ✚ Reviews and approves annual budget, audit reports, and business decisions – meeting all legal and fiduciary responsibilities
- ✚ Assists the management team in identifying and recruiting other members of the senior management team
- ✚ Partners with internal stakeholders to ensure that board resolutions are carried out
- ✚ Serves on committees or task forces and takes on special assignments
- ✚ After successfully managing various departments within Emaar over the years, has grown into a leadership role that oversees critical departments within multiple businesses that have a direct impact on the Company's financials and customer satisfaction.
- ✚ Spearheads an Executive-Level team and leads them to manage the following Emaar businesses:

#### **Emaar Asset Management (EAM)**

EAM is an asset management arm for Emaar Properties PJSC which provides an integrated range of asset management services to its customers and stakeholders; including property management, facilities management, energy and sustainability management, design review and handover support, commercial, and strategic planning services.

EAM manages Emaar-owned assets through Emaar Facilities Management L.L.C. (EFM), and Emaar sold properties through Emaar Community Management L.L.C. (ECM). In addition, EAM manages The Valet LLC, Emaar Prestige Services, and Emaar's utility services such as gas supply.

#### **Emaar Facilities Management L.L.C. (EFM)**

EFM provides world class facilities management services for Emaar owned assets in commercial, retail, hospitality and community developments. EFM's portfolio includes some of the world's most iconic facilities such as Burj Khalifa, The Dubai Mall, and The Dubai Fountain.

**AHMAD JUMA MOHD MATAR AL FALASI**

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**Emaar Community Management L.L.C. (ECM)**

ECM provides high quality community management services to all communities developed by Emaar and has partnered with homeowners' associations to ensure compliance with RERA requirements (Law No. 27 of 2007); thus, ensuring extremely satisfied homeowners and residents. ECM manages a portfolio of AED 1 billion annually.

**The Valet LLC**

With a net profit of AED 18 million annually, The Valet LLC manages the operation of valet parking and concierge services to 34 valet contracts/locations in Burj Khalifa, Emaar Hotels and Emaar Malls.

**Burj Khalifa**

Burj Khalifa (BK) is the flagship project of Emaar Properties in Dubai and currently the world's tallest building at 828 meters. A mixed-use tower, it has residences and commercial spaces. Additionally, the Armani Hotel Dubai and Armani Residences Dubai are luxury hospitality ventures between Emaar and haute couture major, Giorgio Armani S.P.A. Burj Khalifa provides its residents with recreational and entertainment venues in the form of four luxurious pools, cigar club, library, exclusive residents' lounge, serviced residences and fitness facilities. Visitors to the tower can experience spectacular views from the world's highest observatory decks, "At The Top" on levels 124 & 125, the premium "At The Top SKY" on level 148 and the "World's Highest Lounge" at levels 152 to 154. At the Top has over 11,000 guests per day during peak season with a net revenue of AED 568 million in 2019.

With a community budget of approximately AED 185 million annually, BK manages 900 residential apartments, 144 Armani serviced hotel apartments and 40 corporate office floors. BK has about 390 employees.

Responsible for the overall Profit & Loss of Burj Khalifa.

**Other Active Positions**

Emrill Services LLC  
Member of the Board of Directors  
Apr 2019 till date

Emaar Industries and Investments  
Member of the Board of Directors  
Nov 2015 till date

**Other Positions Held Within Emaar Properties PJSC**

Executive Director, Property Management  
February 2007 to Oct 2014

Manager, Corporate Services and Administration  
01 April 2004 to 15 June 2004

Director, Property Management  
01 June 2005 to February 2007

Purchasing Manager, Corporate Services  
10 March 2002 to 01 April 2004

Senior Manager, Property Management  
15 June 2004 to 01 June 2005

**Other Previous Roles**

Dubai Financial Market - Head of Brokers Section  
November 1998 to March 2002

**EDUCATION**

**Executive Development (PED) Program in General Management**  
International Institute for Management Development (IMD), Switzerland  
2007

**Bachelor in Business Administration Major in Economics**  
Eastern Washington University, Washington W.A, USA  
1998

# Engr. Saed Mohamed Alawadi

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## **EXECUTIVE CREDENTIALS**

Top management professional with more than 20 years of outstanding multifaceted experience in management with concentration in industries, manufacturing companies, environment, health and safety on the corporate level. Expertise includes introducing and developing international standards from ground zero, creating and implementing programs to improve operations, performing organizational diagnostics, participate in executing executive-level training programs, and administering all human resource functions to support operations. Strongly self-motivated, enthusiastic, and committed to professional excellence. Able to motivate personnel to high performance standards. Demonstrated commitment to leadership through positive contributions in boosting employee morale and streamlining policies and procedures. Skilled in communicating ideas and guidance on all levels. Skilled in team leadership and coaching, promoting diversity, employee relations, restructuring for change, organizational audits, implementing new programs, conducting performance evaluations, developing strategies & plans.

## **CURRENT POSITIONS:**

- CEO, Dubai Exports
- Member of the Board and Chairman of the Executive Committee of Etihad Credit Insurance (ECI)
- Member of the Advisory Board of Trade & Investment Support Institutions (TISI) of International Trade Centre (ITC)

## **EXPERIENCE:**

**Apr 2007 - Present**

### **Dubai Industries & Exports Chief Executive Officer**

Dubai Exports has been established to provide exporters with the services required to enter or expand foreign markets including trade information, branding advice, financial, legal and foreign trade representation and access to potential buyers. DE also undertakes an advocacy role for exporters in their relations with government and other relevant agencies through the formation of long-term and mutually beneficial partnerships. As an autonomous organization funded by the Government of Dubai, DE was established in 2006 via Law No. 10/2006 dated 1 May, 2006.



**1998 - 2007**

**EHS, Dubai World  
Chief Operating Officer**

Provide strategic and operational support to the organization and management, ensuring smooth operations. Managing division and staff engaged in providing support and service to the customers of the Dubai World. Reporting to the CEO & directly supervising a team of 474 staff.

- Provide strategic leadership, direction, and support to the company, while directing the development and implementation of Health / Safety / Environment policies and procedures including direct management of Quality to support the business objectives of the company. Prepare and administer relative business plan and personnel budget / manpower planning.
- Play a critical role in driving change throughout the company to support new business initiatives and the expectations.
- Direct all aspect of staff management including recruitment, policy development, organizational development, performance management and administration management.
- Initiated partnering with management to coordinate and develop internal communications and promote organizational development programs.
- Designed and implemented programs to reinforce the value of HSE in the company.

**1988 - 1998**

**Dubai Municipality  
Head of Environmental Control**



Worked in several positions in DM, started in 1988 as a Pollution Control Officer in Environmental Protection & Safety Section (EPSS). Then as the Head of Environmental Inspection Unit, then Manager of Integrated Hazardous Waste Disposal and Treatment Facility and Manager of Medical Waste Treatment Facility. Later as Head of Environmental Control Unit.

**ACADEMIC ACHIEVEMENTS:**

- |             |   |
|-------------|---|
| <b>2007</b> | Executive MBA Wharton Business School<br>University of Pennsylvania                               |
| <b>2000</b> | Diploma in Safety Management<br>British Safety Council  |
| <b>1994</b> | Masters of Science, Environmental Management/Engineering  |
| <b>1985</b> | Bachelor of Science in Petroleum & Chemical Engineering<br>Faculty of Engineering, UAE University |

## **ACHIEVEMENTS:**

- Led the **Dubai Industrial Strategy 2030**
- Led the **Dubai trade strategy**, which improved the volume of Dubai's foreign trade from AED 678 billion in 2007 to AED **1359 billion in 2019**
- Led the **policies** that allowed the UAE to be in the **5th place globally** in the **IMD Global Competitiveness Index**
- The **first** Arab member of the **ITC advisory board** (the highest trade entity in the world, number of members is 7 in the world) 2016 to date
- Created a whole new **Government Agency** from scratch to support and **develop Trade** from UAE. Build the structure, team, vision, mission, goals and objective all the way up to individual KPI's
- Established the **First Credit Insurance Company** in the UAE for promoting exports and insuring non-payments and defaults
- Prepared the **first law** at the federal level for **environmental** protection (Law No. 67/1990)
- Launched the **first trade programme** to assist **women** owned businesses throughout MENA
- Established the first **MENA coordinating entity** for export promotion agencies thereby coordinating the trade activities amongst **21 countries** and **381 million people**
- Established the **first Green Export Awards in MENA** helping **manufacturers** to become energy efficient
- Established the **first group of export promotion agencies** under the umbrella of the World Trade Center
- Holds the **first place** for the **distinguished technical employee** category in the **Dubai Government Excellence Program** for the year 2000
- Winner of the **Best CEO of the Stevie Award** for the year **2019** at the level of governmental and non-profit global institutions
- Major team player in certifying the organization to the **ISO 14001 Environmental Management System** in year 2002: A member of the cross-functional team that focused on and carried out the necessary processes involved in creating the Objectives and Targets for Environmental Management System, involved in the planning and preparation of all necessary documents without third party consultants involvement and process owner of 10 ISO 14001-EMS procedures
- The **first** to implement **HACCP** system for the **food industry** in the United Arab Emirates and supported Dubai Municipality's aim in achieving the approval of the UAE to export to European Union countries
- Participated in creating the **first Environmental authority** in UAE through the EPS Centre.

## **AWARDS:**

- Winner of the **Best CEO of the Stevie Award** at the level of governmental and non-profit global institutions
- First place: **Distinguished Government Department award**
- First place: **Distinguished Division**
- First Place: **Dubai Quality Award**
- Winner, Technical Employee Award, **Dubai Government Excellence Award**
- **Major Player** for Emirates of Dubai in winning the First Place **Environmental Safety Award** in the Arab Towns Organization Award.
- **Shaikh Rashid Award of Merit**



## **CONFERENCES, FORUMS & WORKSHOPS ORGANIZED:**

Sample of conferences, workshops & seminars organized and/or lectured in:

- Future Trade & Manufacturing Summit – keynote speaker
- She Trade activities – keynote speaker
- The first meeting of the network of trade and export development organizations and institutions for Arab countries
- World Government Summit (5<sup>th</sup> Round)
- Global Islamic Economy Summit Dubai
- DAVOS World Economic Forum Annual Meeting 2011

## **TRAINING/ SEMINARS ATTENDED:**

- Public Diplomacy & Government Communication Forum
- The Inter-Arab Investment Guarantee and Credit Insurance Kuwait
- Matrade Knowledge transfer Malaysia
- CHINA Government Official visit with UAE delegate - Beijing & Shanghai
- One year Leadership training. A specially designed training program for the Top Management of Dubai World with Wharton Business school, University of Penn. USA

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End of C.V.

**Contact details:**

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 UAE

**Personal details:**

Date of birth: Aug 10, 1987  
 Nationality: UAE  
 Languages: English, Arabic  
 Marital Status: Married

**Sector experience:**

- Real Estate
- Hospitality
- Food & Beverage
- Leisure & Entertainment
- Retail
- Energy
- Fish Farming
- Investments
- Banking

**Areas of expertise:**

- Strategic & financial planning
- Investments/divestments
- Asset valuation
- Treasury & funding
- Business planning & budgeting
- Financial modeling
- Financial control
- Corporate governance
- Procurement

**Education:**

- **Chartered Financial Analyst**  
CFA Institute (2013)
- **Bachelor of Business Administration – Finance**  
American University of Dubai (2007)

**IT skills:**

- Bloomberg
- Key Microsoft Office Apps

# Ahmad Bin Sulaiman, CFA



## Executive Profile

Highly accomplished, results-driven senior executive with 13+ years of experience in corporate finance, treasury, fund raising, business planning & budgeting, financial modeling, management reporting, financial control, corporate governance, and procurement. Rich and varied exposure in working closely with decision makers to identify, recommend, develop, and implement business growth strategies. Hands-on, agile and result oriented with the ability to deliver superior results within a dynamic and competitive marketplace. Easy going, and able to get along with colleagues.

## Work Experience

### Shamal Holding

A multibillion-dollar company with a diversified portfolio focused on real estate development & reclamation, plot & unit sales, residential/commercial/retail leasing, hospitality, food & beverage, leisure & entertainment, fish farming, and investments.

**Vice President – Finance****(Oct 2019 – Present)**

- Overseeing the Finance and Accounting functions of the group and its subsidiaries, which includes the following functions: treasury, group consolidation, budgeting and reporting, AP, AR, GL, VAT, and commercial finance.
- Review and approve the group's consolidated financial statements, business plan & budget, projects/investments feasibilities and proposals, financial controls, policies & procedures, treasury and funding requirements, governance framework, and other commercial & operational matters.
- Company Secretary of the group's Management Committee, review and approve information packs, and ensure compliance with the group's delegation of authority.

### Dubai Holding

A multibillion-dollar company that develops and manages an extensive portfolio of companies focused on real estate, specialized business parks, telecommunications, media, hospitality, retail, food & beverage, leisure & entertainment, and investments.

**Vice President – Finance****(Jan 2019 – Oct 2019)****Director – Finance****(Apr 2014 – Dec 2018)**

- Manage and oversee the group's treasury and funding related activities.
- Responsible for maintaining the books and overseeing the AP/AR/GL/VAT functions of the holding company, oversee the procurement process and ensure strict financial controls are in place.
- Review the hospitality division 5 year business plan & budget, monthly reports, and board packs; preparation of the holding company's annual budget and cash forecast.
- Assess feasibilities of new projects, investment/exits, partnerships & JVs.

### Emirates Nuclear Energy Corporation

The company is established to develop a clean, reliable, and efficient source of energy in the UAE, and to diversify the energy portfolio for future sustainability.

**Head of Financial Planning****(Oct 2013 – Feb 2014)****Financial Planning Specialist****(Jul 2010 – Sep 2013)**

- Supporting the CFO in JV and project financing negotiations, provide recommendations on optimal financing structures.
- Manage financials models related to the project, the financing, and the tariffs.
- Run scenario analysis for stakeholders, review and validate business cases, consolidate the department's budget, and manage ad hoc requests.

**Interests:**

- Scuba diving, soccer, traveling

**References:**

- Available on request

**Deutsche Bank**

A leading German bank with strong European roots and a global network. The bank focuses on investment, corporate, and private banking, and asset management.

**Analyst****(Jan 2009 – Jun 2010)**

- Support the Managing Director in selling investment banking products to large family corporates/institutions, and in developing new/existing relationships.

**Lloyds Bank**

A leading UK based financial services group focused on retail, commercial and corporate banking, general insurance, and life, pensions and investment provision.

**Management Trainee****(Dec 2008 – Nov 2007)**

- Assisting Relationship Managers with clients' corporate banking requirements, rotation across all corporate banking divisions, support HR in organizing training sessions for undergraduates.