

AHMAD JUMA MOHD MATAR AL FALASI

Aalfalasi@emaar.ae | +971506551744

A seasoned C-Level Executive showcasing a wealth of professional expertise and remarkable leadership achievements across dynamic organizations. Exhibits an unwavering commitment to excellence in business, complemented by adept diplomatic skills. Innately skilled in relationship cultivation, persuasion, facilitation, and consensus-building among diverse stakeholders. Applies a fundamental basis of integrity, credibility, and a fervent commitment to progress in steering strategic endeavors.

KEY SKILLS & ACCOUNTABILITIES

- | | | |
|--|-------------------------------------|---------------------------|
| ✚ Leadership | ✚ Financial Planning and Management | ✚ Process Improvement |
| ✚ Strategic Planning | ✚ Operations Management | ✚ Monitoring & Evaluation |
| ✚ Strategic Organizational Development | ✚ Talent Management | ✚ Stakeholder Management |

PROFESSIONAL EXPERIENCE

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

- ✚ Embodies the core values of Emaar Properties PJSC, adeptly representing the organization to a diverse array of stakeholders – functioning as its distinguished ambassador.
- ✚ Assumes the role of a trusted confidant to the Chairman, Board Members, and the Senior Management team – contributing invaluable insights in the formulation and execution of Emaar's strategic plans.
- ✚ Diligently evaluates impact and gauges performance and effectiveness through systematic reviews of outcomes and metrics – ensuring the continuous enhancement of operational excellence.
- ✚ Exercises prudent oversight by reviewing and sanctioning annual budgets, audit reports, and pivotal business decisions – diligently fulfilling all legal and fiduciary responsibilities.
- ✚ Plays a pivotal role in talent acquisition – assisting the management team in identifying and recruiting top-tier members for the Senior Management team.
- ✚ Collaborates seamlessly with internal stakeholders, ensuring meticulous execution of board resolutions and fostering a culture of seamless operational compliance.
- ✚ Contributes extensively by serving on committees, task forces, and undertaking special assignments, reflecting a commitment to the organization's multifaceted strategic goals.
- ✚ Ascended through various departments at Emaar, culminating in a leadership role overseeing critical departments across multiple businesses, directly impacting the Company's financials and elevating customer satisfaction.
- ✚ Leads an executive team in strategically managing the following businesses, ensuring effective management of crucial Emaar ventures. This cements the company's success in both finance and customer satisfaction.

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.

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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.

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 42 million annually, The Valet LLC manages the operation of valet parking, parking management, waiters, kitchen helpers, in-mall chauffeurs, and concierge services to 33 valet contracts/locations in Burj Khalifa, Emaar Hotels, Emaar Malls, and 3rd party clients within Emaar Properties.

Burj Khalifa

Burj Khalifa 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 10,000 guests per day during peak season with a net revenue of AED 683 million in 2023.

With a community budget of approximately AED 182 million annually, BK manages 900 residential apartments, 144 Armani serviced hotel apartments and 31 corporate office floors. BK has 134 employees to date.

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