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# EVENT RESUMÉ

EVENT ORGANISER, SHOW CALLER, CREATIVE PRODUCER,  
SHOW DIRECTOR, STAGE MANAGER, ARTIST LIAISON

I'm an Award Winning Show Director and Show Caller With Almost **30 Years Working in the Entertainment Industry**. I Found my Niche in the Consumer Festivals and Live Music Event Space. Now With **Over 17 Years in the UAE Events Industry** I Predominantly Work as an Event MC but in the Last 10 Years I've Developed a Successful 2nd Career in Event Management That Has Run Hand in Hand With my Event MC Career.

I've Held **Countless Roles as a Show Caller, Creative Producer, Show Director**, Stage Manager, Artists Liaison & Features Manager. With **Over a Decade of Experience** and a Myriad of Roles and Experience I Deliver an Extremely Uniquely Skill Set Every Event I Join. This Level of Experience Helps Me Visualise the Whole Production and Manage its Success for the Client.

In 2021, After 18 Months of Industry Closure. I Was Selected by **United States Olympic and Paralympic Committee** To Travel to Tokyo To Work on Olympic and Paralympic Games. My Role Was Working as Part of the Logistics and Dispatch Team Liaising Directly With the Athletes and Support Staff for Both Games. To Date This Has Been the Highlight of my Career.

I Like To Bring a Level of Fun and Professionalism to What Can Be a Tiring and Stressful Environment. **I Take Pride in Successfully Delivering an Event** From Conception to Delivery as Well as Managing Multi-Skilled Teams, Liaising With Suppliers, Venues, Production Teams, AV Crews and International Broadcasters.

# CAREER HIGHLIGHTS



## EVENT: **ASAYEL**

CLIENT DGDA | Diriyah Season 2024

ROLE: SHOW CALLER / SHOW PRODUCER

A Magical Equestrian Theatre Show Provided by the Z7 Team From Europe Presented by DGDA at the 2024 Diriyah Season Was One of the Most Challenging yet Massively Rewarding Events of my Career so Far. In the Role of Show Caller / Live Show Director I Managed a Huge Team of Creatives, Performers, Actors and 35 Horses To Deliver a Beautiful Presentation in Just 6 Days That Ran 16 Shows. Delivering This One of a Kind Show for the First Time in the Kingdom Was a True Career Milestone.

## EVENT: **FIFA CLUB WORLD CUP LIVE DRAW 2023**

CLIENT: FIFA & MINISTRY OF CULTURE - KINGDOM OF SAUDI ARABIA

ROLE: CREATIVE PRODUCER & SHOW DIRECTOR

**Pre-Production** Liaised With the Client To Align Their Vision With the Delivery of the Event. I Coordinated the Stage Build, AV & Lighting Crew, Managed the Host, Draw Assistants and FIFA Delegation as Well as Liaising Directly With the Selected Broadcaster for the International World Feed

**Live Show** - I Produced the Entire Show. I Also Managed the Stage and AV Crew and Produced the Content for International Broadcast Which Was Televised World Wide.

## EVENT: **SAUDI CUP 2023 (BROADCAST TO OVER 100 COUNTRIES)**

CLIENT: MINISTRY OF CULTURE - KINGDOM OF SAUDI ARABIA

ROLE: HEAD OF ENTERTAINMENT / CREATIVE PRODUCER / SHOW CALLER / ANNOUNCER

**Pre-Production** Liaised With the Client To Align Their Vision With the Delivery of the Entertainment Package Available at the Event. I Coordinated the Stage Build, AV & Lighting Crew, Managed the Artists & Performers and Liaised Directly With Production of the International World Feed

**Live Show** - I Produced 9 Hours of Live Entertainment Content Each Day for the 3 Day Event. I Also Managed the Stage and AV Crew and Produced the Content for International Broadcast Which Was Televised in 198 Countries World Wide.

## EVENT: **WORLD TENNIS LEAGUE 2022 (BROADCAST TO OVER 120 COUNTRIES)**

CLIENT: WTL INTERNATIONAL @ Coca Cola Arena

ROLE: SHOW CALLER / PRODUCER / IN ARENA ANNOUNCER

**Pre-Show** - Creative Producer, Liaising With Venue, Production Team, AV, Artists, Performers and International World Feed Broadcaster.

**On Show** - I Produced 7 Hours of Live Sport and Entertainment Content Each Day for the 6 Day Tournament at the Coca Cola Arena . I Was the Lead Liaison for International Broadcast and Local Dubai TV OB Unit and Studio Teams. Post the Globally Televised Sport I Managed the Turn Around and Delivery of the Arena Concerts With 6 International Artists

## EVENT: **USYK V JOSHUA WORLD HEAVY WEIGHT BOXING CHAMPIONSHIP JEDDAH 2022 (BROADCAST TO OVER 200 COUNTRIES)**

CLIENT BLINK EXPERIENCE / MINISTRY OF SPORT / SKILLS CHALLENGE ENT

ROLE: SHOW CALLER / ARENA SHOW PRODUCER

Employed as the Show Caller for all Arena Content Which Included the Live International Broadcast Feed for Undercard and Main Event as Well as Producing the Live Performance From International Rapper RUSS. My Role Also Included the Liaison Between all Key Stakeholders and the Broadcaster To Ensure all Interests Were Included and Covered Across the Event.

## EVENT: **OLYMPIC GAMES TOKYO JAPAN 2021 (BROADCAST GLOBALLY)**

CLIENT: UNITED STATES OLYMPIC & PARALYMPIC COMMITTEE

ROLE: ATHLETE & USOPC DELEGATION DISPATCH AND LIAISON.

My Key Role Was as a Dispatcher for the Transport and logistics department of Team USA. The Role Developed Quickly due to the Covid-19 Pandemic Becoming a Role Where I Was Hands on With Team USA Athletes. I Personally Managed a Separate Fleet That Was Dedicated to "Close Contact" Team USA Athletes at the Olympic Games. I Managed the Entire Fleet for the Paralympic Games. I Was Also Responsible for all Arrivals and Departures for the USOPC Delegates.

## PAST WORK CREDITS

- . **Asayel Equestrian Theatre Show - DGDA Diriyah Season 2024** - Show Caller | Live Show Director
- . **Fursan Equestrian Endurance Race 2024 AIUla Saudi Arabia** - Show Caller | Show Director
- . **World Tennis League Season 2** - Show Director & Show Caller
- . **50 Cent World Tour Date in Abu Dhabi Etihad Arena** - Show Producer
- . **NE-YO in Abu Dhabi 2023 Etihad Arena** - Show Producer
- . **AKON in Abu Dhabi Etihad Arena 2023** - Show Producer
- . **the Wailers in Abu Dhabi Etihad arena 2023** - Show Producer
- . **UB40 in Abu Dhabi Etihad Arena 2023** - Show Producer
- . **Yas Winter Carnival 2023** - Production Stage Manager
- . **Abu Dhabi Finance Week 2023** - Show Caller
- . **Taste Of Abu Dhabi 2023** - Music Festival Stage Manager
- . **Gitex 2023 - TII & A2AL** - Show Caller
- . **Cyber Security Week 2023** - Show Director and Creative Producer
- . **FIFA Club World Cup LIVE Draw Event** - Show Director, International World Feed Producer & Show Caller
- . **World Padel League 2023** - Show Director, International World Feed Producer & Show Announcer
- . **Chanel Premiere FunFair 7 Day Watch Launch Event** - Creative Producer | Show Caller
- . **Saudi Cup Horse Racing Festival 2023** - Head of Entertainment | Creative Producer | Show Caller
- . **Abu Dhabi Government 3 Day Summit - ERTH Abu Dhabi** - Creative Show Producer & Show Caller
- . **Arman Van Buuren In Dubai Coca Cola Arena 2022** - Show Producer
- . **Mohammed Ramadan in Dubai Coca Cola Arena 2022** - Show Producer
- . **Deadmau5 in Dubai Coca Cola Arena 2022** - Show Producer
- . **NE-YO in Dubai Coca Cola Arena 2022** - Show Producer
- . **WizKid in Dubai Coca Cola Arena 2022** - Show Producer
- . **Tiesto in Dubai Coca Cola Arena 2022** - Show Producer
- . **World Tennis League Tournament 2022** - Show Caller / Producer
- . **Opening Ceremony Hail Season Saudi Arabia 2022** - Show Caller
- . **POP CON Middle East 2022** - Stage Manager
- . **HP Global Roadshow 2022** - Show Caller
- . **USYK V JOSHUA Heavy Weight Boxing Jeddah** - Show Caller / Arena Producer
- . **AELTC Wimbledon Tennis Championships 2022** - Fleet Manager
- . **World of Nickelodeon MOTN Abu Dhabi** - Show Caller / Show Producer
- . **VIDCON Abu Dhabi 2021** - Show Caller @ YouTube Arena Stage
- . **Dubai Fitness Challenge 2021** - Stage Manager @ Kite Beach
- . **United States Olympic Paralympic Committee** - TEAM USA Dispatch
- . **Tokyo 2020 Olympic & Paralympic Games** - NOC USA Client Liaison
- . **Dubai Fitness Challenge 30x30** - Stage Manager at Dubai Festival City
- . **PRIDE OF ABU DHABI Awards 2019** - EVENT ORGANISER / STAGE MANAGER
- . **YAS WINTER CARNIVAL 2019** - ORGANISER & HEAD of Entertainment CONTENT
- . **Google 4 MENA 2019** - Show Caller

- . **ICAEW Awards 2019** - Show Caller
- . **Sharjah Entrepreneur Festival 2019** - Show Caller
- . **Watch & Jewellery Awards 2019** - Show Caller
- . **PRIDE OF ABU DHABI AWARDS 2019** - ORGANISER / STAGE MANAGER
- . **Dubai Party in the Park 2019** - Stage Manager / Artist Liaison
- . **FinTech Abu Dhabi 2019 - Show Caller**
- . **TASTE OF DUBAI FESTIVAL 2009 - 2019** STAGE MANAGER
- . **TASTE OF DUBAI FESTIVAL 2009- 2019** ARTIST BOOKING / LIAISON
- . **TASTE OF ABU DHABI FESTIVAL 2012 - 2019** STAGE MANAGER
- . **TASTE OF ABU DHABI FESTIVAL 2012 - 2019** ARTIST BOOKING / LIAISON
- . **YAS KIDZFEST 2019** - STAGE AND FEATURES MANAGER
- . **PRIDE OF ABU DHABI Awards 2018** - EVENT ORGANISER / STAGE MANAGER
- . **YAS FITNESS AND WELLBEING FESTIVAL 2017 - 2019** - STAGE MANAGER
- . **YAS WINTER CARNIVAL 2018** - ORGANISER / Stage Manager
- . **SSS FITNESS FESTIVAL DUBAI 2015** - STAGE MANAGER
- . **MOVIES IN THE PARK 2017 - 2019** - STAGE MANAGER
- . **DUBAI WINTER FESTIVAL 2011 - 2017** STAGE MANAGER
- . **SPiN DUBAI LAUNCH - 2013** CELEBRITY ARTIST LIAISON / EVENT ORGANISER
- . **KELLY ROWLAND IN DUBAI 2010** - EVENT ORGANISER / ARTIST LIAISON
- . **F1 GRAND PRIX BALL ABU DHABI 2009 - 2010** EVENT ORGANISER
- . **CELEBRITY GIFT LOUNGES 2004-2008** - BRITS, BAFTA, COMEDY AWARDS