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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: **WTA FINAL RIYADH 2024 - SAUDI ARABIA (BROADCAST GLOBALLY)**

CLIENT: ATP, SAUDI TENNIS FEDERATION, MINISTRY OF SPORT

ROLE: SHOW CALLER

**LIVE Show** - I Showcalled a Daily 10 Hour Program of Live Sport and Entertainment Content Each Day for the 9 Day Tournament at the KSU Arena . Working With Team Wasserman We Delivered the Opening and Closing Ceremonies As Well as an Exciting Sporting Program of Women's Doubles and Singles With the Top Ranked Player in the World.

## EVENT: **SAUDI SMASH 2024 (BROADCAST TO OVER 165 COUNTRIES)**

CLIENT: World Table Tennis, Saudi Table Tennis Federation, Ministry of Sport - KINGDOM OF SAUDI ARABIA

ROLE: SHOW DIRECTOR & SHOW CALLER

**Pre-Production** Point of Contact for all Event Stakeholders Regarding all Show Content for Sports Presentation in Arena Including Light Shows, Musical Content, Closing Ceremony Acts and Full Integration With the World Feed Broadcaster

**Live Show** - I Produced 12 Hours of Live Sport Content Each Day for the 9 Day Event. I Also Managed the AV & Stage Crew as Well as Producing all the Content for International Broadcast Which Was Televised in 165 Countries World Wide.

## 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: **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

- . **IMPAQ Saudi Arabia 2024 - Ministry of Media KSA & Hwadi - Executive Show Director**
- . **Abu Dhabi Finance Week 2024 - ADGM - Show Caller**
- . **XPANSE 2024 - ADNEC / Mad Recipe - Show Caller**
- . **WTA Finals Riyadh 2024 - ATP / Saudi Tennis Fed / MOS - Show Caller**
- . **Saudi Smash 2024 - World Table Tennis & Ministry of Sport KSA - Show Director**
- . **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**
- . **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