
YOURSHOWCALLER
INTERNATIONAL SHOW CALLER & SHOW DIRECTOR
AWARDS
FESTIVALS
CONCERTS
SPORTS
EXHIBITIONS
FASHION
AWARDS
SHOWS
MOTORSPORT
INTERNATIONAL
BRANDS
ONE VOICE. EVERY STAGE. GLOBAL IMPACT.

THE STORY SO FAR



With a career spanning **Almost 30 Years in the TV & Entertainment Industry**, I've Found my Niche Working as a Freelancer in the **Large Scale International Sporting Events, Consumer Festivals & Live Music** Worlds.

Notching up **almost 20 Years in the Middle East** Events Industry, I Predominantly Work as an Event MC, but in the Last 12 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 Director, Show Caller, Stage Manager** & Artists Liaison Manager. This Myriad of Roles and Experience Delivers a Vast Array of Skills to Every Event I collaborate with. This Allows Me to Visualise the Whole Production and Manage its Success for all my Client. **My experience in TV and broadcast** offers clients a unique and **flawless integration between Show caller and Broadcaster** allowing for a clean and clear communication across the event production when working in Live Broadcast environment

2021 was a huge turning point in my career taking the leap into the elite level of events. I Was Selected by **United States Olympic and Paralympic** Committee to Travel to Tokyo for postponed 2020 Games to work with then on the Olympic and Paralympic Games. This opportunity opened up the doors to a new era in my event management career. Now **government level event agencies** are collaborating with me to deliver **large scale Sporting, Cultural and Consumer events** across Saudi Arabia and UAE Which continues to grow. I Take Pride in Successfully Delivering every Event From Conception to Delivery. Working closely with stakeholders and the core management teams to seamlessly bringing life to their event concepts and ideas

I always Like To Bring a Level of Fun and Professionalism to What Can Be a Tiring and Stressful Environment, **motivating and encouraging the teams I manage** and work with. I have a one team, one family mindset that has brought success to all my events



PRODUCED THOUSANDS OF HOURS OF CONSUMER & SPECIAL EVENTS ACROSS THE MENA REGION



SEASONED SPECIALIST DELIVERING INTERNATIONAL SPORTING EVENTS



OVER 2 DECADES MANAGING CONCERTS AND MUSIC FESTIVALS

THOSE WOW MOMENTS

EVENT: LONGINES GLOBAL CHAMPIONSHIP SHOW JUMPING RIYADH
CLIENT: LONGINES & MINISTRY OF SPORT - KINGDOM OF SAUDI ARABIA
ROLE: 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 and 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 wider event Including the fanzones and villages as well as the International Broadcast Which Was Televised World Wide.

EVENT: ABU DHABI FINANCE WEEK
CLIENT CPI & ADGM
ROLE: EXECUTIVE SHOW DIRECTOR

Employed as a Show Caller for the first 3 years but in year 4 CPI and ADGM collaborated with my company for the delivery of the entire show at its NEW custom build home on Al Maryiah Island in Abu Dhabi. Taking on my most senior role to date, I worked closely for several months along side to the event owner and event producer to successfully deliver the entire production. I programmed all six live stages, delivered an elite Professional show team and adding the sparkle to the event with sound scapes to treatments moving the event through its corporate government start to a relaxed and fun evening event filled with international artists, locals acts and DJ's

EVENT: L'OREAL MIDDLE EAST 2026
CLIENT: BLINK EXPERIENCE & L'OREAL MIDDLE EAST AND NORTH AFRICA
ROLE: SHOW DIRECTOR

For a number of years now I have been selected by the world biggest beauty brand to produce numerous events along side Their chosen event agency Blink Experience. My role is to work with all the departments within the brand to produce their Consumer, B2B and C2C events offering creativity and technical expertise to deliver the WOW to all their events. I am very Proud of the work we have created over the years from the intimate launches to the BIG Launch events.

THOSE WOW MOMENTS

EVENT: WTA FINAL RIYADH 2024 - SAUDI ARABIA (BROADCAST GLOBALLY)
CLIENT: ATP, SAUDI TENNIS FEDERATION, MINISTRY OF SPORT
ROLE: SHOW CALLER

LIVE Show - As the Showcaller I delivered the 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.

THOSE WOW MOMENTS

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

. Abu Dhabi Finance Week Dec 2026 - Show Caller HUB 71
. RE: Summit for Lilly Nov 2026 - Show Director
. Forbes Family Business Summit Oct 2026 - Show Caller
. Forbes Healthcare Leaders Summit Oct 2026 - Show Caller
. L'Oreal Colour WOW Launch Oct 2026 - Show Director
. L'Oreal 4x FWD 2026 - Show Director
. Dubai Development Al Vista Property Launch 2026 - Show Caller
. TikTok MENA Ad Awards Riyadh 2026 - Show Caller
. Trump International Trump Plaza Jeddah Launch 2026 - Show Director
. Trump International Wadi Safar Master Development Riyadh Launch 2026 - Show Director
. Marsa Al Arab New Years Eve Celebration 2025 - Show Director
. Citi Developer AMRA Property Launch 2025 - Show Director
. Abu Dhabi Finance Week 2025 - Executive Show Director
. UNESCO L'Oreal Women in Science Event @ Museum of the Future Dubai 2025 - Show Caller
. Mansour Festival 2025 - Brand Asset Manager Show Director
. United Nations General Assembly for Tourism 2025 - Show Director
. Longines Global Championships Show Jumping Riyadh 2025 - Show Caller
. HSBC Conference Dubai 2025 - Show Caller
. HUB 71 ADGM Abi Dhabi 2025 - Show Caller
. e& at GITEX 2025 - Entertainment Show Director
. Sobah Property Awards 2025 - Show Caller
. L;'Oreal Beauty Show Riyadh - Show Director Sept 2025
. Ministry of Energy Saudi Arabia - Partnership Summit Riyadh 25 - Show Director - Aug 2025
. E& Presents Czech Philharmonic Orchestra @ Emirates Palace - Show Caller - April 2025
. L'Oréal 2025 2X Forward Full MENA Brand Event - Show Director & Show Caller - Feb 2025
. 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

PAST WORK

PAST WORK

. 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 AlUla Saudi Arabia - Show Caller I 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 I Show Caller
. Saudi Cup Horse Racing Festival 2023 - Head of Entertainment I Creative Producer I 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

PAST WORK

. 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

CONNECT

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