



محمد الجزيري
MOHAMED AL GEZIRY
للاستشارات CONSULTANCY

STRATEGIC HOSPITALITY & TOURISM CONSULTANTS CREDENTIALS



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INTRODUCTION

Establishing a foothold and operating in the Arabian market can be a challenging task for any investor. Having the right advice and expertise to guide you through this journey will pave your path to success. This is where we come in!

Mohamed Al Geziry Consultancy is a Strategic Hospitality & Tourism Consultancy firm based in Dubai, UAE. Established in 2001 by a team of dedicated experts in the field of hospitality and tourism, our core role is to provide advice, information and direction of the highest caliber to Government and Private Clients. Whether already involved in or wishing to enter the region's hospitality and tourism markets, no client or project is beyond our scope and spectrum.

Our strong awareness of the management challenges that arise in the region allows our experienced and enthusiastic team to understand how best to serve your needs. Our finger is always on the market's pulse, giving us the ultimate edge over competition, as we are cognizant of significant issues before they have made an impact on the market.

Simply put, we deliver international-standard consultancy of the highest caliber - with a local flavour!

No tourist destination's foundations are complete without the development of its elemental marketing strategy. We achieve this by conducting extensive market research and subsequently developing tailor-made solutions for each destination based on our analyses. In this area, our services include but are not limited to Destination Strategic Planning, Convention Bureau Development, Hotel Classification System, Visitor Survey Implementation and Analysis, and perhaps most importantly for new regional clients, Middle East / GCC Marketing Representation.

Moreover, we provide extensive consulting services for owners, developers, and operators that assist in the successful completion of their hotel and leisure projects. These services run the full spectrum of the development process from Hotel Concept Design and Master Planning to Training and Asset Management.

Our relationship with you as a client does not stop at our in-house services, though! In addition to these, we are proud to offer you a portfolio of partner resources and services to serve all your needs. When combined with our pre-established recommendations, the complete consultancy package proves to be your most powerful tool. This will ensure that you are able to carry out a successful implementation stage that will beat competition by miles!



WHY MOHAMED AL GEZIRY CONSULTANCY

- **EXPERTISE – Dedicated Hospitality & Tourism Specialists**
Our team of professionals is not only experienced at every level of interface: from strategizing to implementation and project management; but also have an excellent understanding of the complexity of the Arabian Gulf's market.
- **EXCELLENCE – Proven Track Record in Providing Distinct Service**
We have a proven track record of success with many Government organizations, international operators and highly respected regional and international entrepreneurs.
- **QUALITY– Deliver Sought-After Results**
'Second rate is second best' is one of our most important credos! We are passionate about delivering the highest standards of accuracy and service. One of the cornerstones of our philosophy is delivering profitable returns on clients' investments. Above all we aim to provide effective recommendations and services that exceed our clients' expectations.
- **TRUSTWORTHINESS – Don't Think Twice!**
We maintain absolute discretion with our clients' profile, vigorously protecting and preserving our client's confidentiality, and therefore their trust.
- **PRESENCE – Reaching Beyond Borders**
Our highly-researched international and regional network alliances enable us to reach potential clients and successfully provide them with turnkey solutions.

OUR PROMISE TO YOU

We promise to deliver sought-after results: expert advice and precise information, through clear direction and absolute confidentiality.



OUR SERVICES

HOSPITALITY CONSULTANCY SERVICES

Hospitality Consultancy is the knowledge and understanding of each step of the process of successfully Opening and Operating of a Hotel, Resort, or any Lodging Establishment. We offer our clients - be they Hotel Owners, Hotel Operators, or Developers - "turnkey" solutions for their establishment period and far beyond.

Examples of our Hospitality Consultancy Services are:

- Hotel Concept Planning & Development
 - Site Investigations
 - Master Planning
 - Design Concepts
- Project Management
- Sourcing of Hotel Operator
- Asset Management / Pre and Post Opening Owner Representation
- Preparation of Pre-Opening Budgets
- Sales & Marketing Plan
- Hotel Advisory
- Development of Policies and Procedures
- Development of Quality Management Systems
- Operational Audits and Evaluation
- Training
 - Developing programs
 - Delivering Training in all Hotel Departments
- Food & Beverage Consultancy
- Mystery Guest Service



TOURISM CONSULTANCY SERVICES

The tourism industry is continuously growing across the Middle East, and we have the privilege of being advisors to various government institutions in the field of sustainable development. Our systematic approach to gathering and assimilating visitor statistics is but the first step in our Destination Strategy Development process for the Tourism Sector.

Examples of our Tourism Consultancy Services are:

- Strategic and Master Planning
- Advisory Services for Government Tourism Bodies
- Set-up of Tourism Boards
- Set-up of Tourism Statistics and Information Centers
- System Development and Process Management
- Hotel Classification System
- Risk Management
- Crisis Management
- Tourism Awards Consultancy
- Convention Bureau Development and Measurement Processes
- Convention Centre Development
- Event Planning



DESTINATION AND HOTEL REPRESENTATION

With extensive experience in the Middle East and the GCC, we are happy to assist destinations, exclusive hotels and hotel chains in both establishing a foothold and operating in the Arabian Market. Based in Dubai, and leveraging on our strong experience in the GCC, we offer flexible marketing representation services that suit each entity's needs and meet its various goals.

Our services include but are not limited to: Marketing, Sales, and PR activities in the Middle East and the GCC regions targeting all consumers, the travel trade and the media, as well as lobbying activities and encouraging increased airline flights and investments into the represented destination. We have the precise experience and the full resources to successfully become the go-to overseas representation office or Market Based Representatives for any tourism authority or body worldwide.



OUR CLIENTS

Our clients include Government Departments, International Operators, Private Companies and Investors. The following are some of our current and past engagements:

GOVERNMENTAL ENGAGEMENTS

- **Ras Al Khaimah Tourism Development Authority**
 - Tourism Consultancy – Classification Standards Review
 - Tourism Consultancy - Introduction of Tourism Fee
 - Tourism Consultancy – Benchmark of Best Practices in Tourism Corporate Governance

- **Department of Tourism & Commerce Marketing (DTCM), Gov. of Dubai**
 - Hospitality & Tourism Consultants from 2001 to 2012 in an Advisory Capacity
 - DIVS 2012/2013
 - Community Survey
 - 2011 – 2015 Tourism Strategic Plan
 - New Classification System Development
 - Crisis Management Plan
 - 2007 – 2010 Strategic Plans
 - 2006 – 2007 Dubai International Visitor Survey
 - Research - Evaluation & Selection of New Overseas Representatives
 - Dubai Convention Bureau Establishment
 - Tourism Consultancy - Securing Dubai's membership of BestCities Global Alliance
 - Tourism Awards System - Framework Development
 - Introduction of Public and Private Sector Partnerships in the Tourism Sector
 - Contributed on the following Industry working groups:
 - Hotel and Hotel Apartments
 - Travel and Tourism
 - MICE
 - Cruise Tourism

- **Dubai Convention Bureau**
 - Tourism Consultancy – Quality Management System Development

- **Abu Dhabi Tourism Authority, Government of Abu Dhabi**
 - Tourism Consultancy – Quality Management System Development

- **Sharjah Commerce & Tourism Development Authority**
 - Tourism Consultancy - Hotel Classification System Development & Implementation
 - Tourism Consultancy – Training of Tour Guide's Inspectors

- **Ajman Tourism Development Department**
 - Tourism Consultancy – Licensing & Classification System Advisory & Revision



- **UAE Ministry of Culture, Youth & Community Development**
 - Hospitality Consultancy – National Day Celebration Tourism Awards Development & Execution (since 2008)
- **Seychelles Tourism Board, Seychelles Government**
 - Middle East Representation since 2001
- **Jordan Tourism Board, Government of Jordan**
 - GCC Representation (2008 – 2010)
- **Gold Coast Tourism Board, Government of Queensland, Australia**
 - GCC Representation (Oct 2006 – Oct 2008)
- **Mauritius Tourism Promotion Authority, Government of Mauritius**
 - GCC Representation (Feb 2009 – 30 June 2009)
- **Umm Al Quwain Tourism Department**
 - Tourism Consultancy – Classification System Advisory and Revision
- **Department of Ajman Land and Real-Estate Regulatory, Government of Ajman**
 - Tourism Consultancy – Classification of Real Estate Offices and Ajman Towers

SEMI-GOVERNMENTAL ENGAGEMENTS

- **Dubai World Trade Centre**
 - Hospitality Consultancy – Asset Management
 - Hospitality Consultancy – Operational Audits
- **EMAAR Properties PJSC**
 - Hospitality Consultancy – Montgomerie Golf Club's Boutique Hotel Development
- **BestCities Global Alliance (An Alliance of 8 Convention Bureaus)**
 - Tourism Consultancy – Quality Management System Development
- **Edinburgh Convention Bureau LTD.**
 - Tourism Consultancy – Preparation & Implementation of International Client Interviews & International Business Tourism Benchmark

PRIVATE SECTOR ENGAGEMENTS

- **His Highness Dr. Sheikh Sultan Bin Khalifa Al Nahyan**
 - Hospitality Consultancy - Fairmont Dubai Hotel Development



- **Al Fattan Real Estate & Hotel Projects**
 - Hospitality Consultancy - Development of 2 Hotel Projects in Dubai Marina and Palm Jumeirah
- **One&Only Resorts**
 - GCC Public Relations Agency
- **One&Only Royal Mirage, Dubai**
 - Brand Research
- **Dubai International Capital**
 - Hospitality Consultancy – Hotel Franchise
- **Sunrise Properties**
 - Hospitality Consultancy - Emerald Palace Residence Hotel Development on Palm Jumeirah
- **Ramada Hotel Dubai**
 - Training - Management & Leadership & Personal Grooming
- **Wafi Group LLC**
 - Hospitality Consultancy - Arabian Park Hotel Systems & Pre-opening Services
- **Al Jazira Resort – Abu Dhabi**
 - Hospitality Consultancy – Asset Management
- **Kuwait Regency Palace Hotel**
 - Hospitality Consultancy - Kuwait Regency Palace Hotel Development & Re-launch
- **Munshaat**
 - Hospitality Consultancy – Feasibility Studies & Evaluation for Zamzam Tower - Makkah, Dar Al Qibla - Al Madinah Al Munawwarah and Al Safwa Towers – Makkah
- **Al Ali Properties**
 - Hospitality Consultancy – Ibis Al Barsha & Novotel Al Barsha Hotels Development
- **Odette AG**
 - Destination Representation – Dubai Representative Office
- **Maybourne Hotel Group, London (Claridge's, The Berkeley & The Connaught)**
 - Hotel Representation - Middle East Representatives (Apr 2006 – Nov 2007)
- **Flamingo Hotels Management Company**
 - Training - Executive & Supervisory Workshops
- **Consortio International**
 - Hospitality Consultancy – Nakheel Hotel Project in Jebel Ali



- **N Bar Chain & 1847**
 - Leisure Consultancy – Development of 1847 Outlet
- **Luxury Trading LLC**
 - Hospitality Consultancy - Hotel Development
- **Banyan Tree Hotels & Resorts and Angsana Hotels & Resorts**
 - GCC Sales & Marketing and Public Relations Representation
- **Basma Group**
 - Leisure Consultancy
- **Centara Hotels & Resorts, Thailand**
 - GCC Sales & Marketing Representation
- **Maradiva Villas Resort & Spa, Mauritius**
 - GCC Sales & Marketing Representation
- **The Spire Hotel, New Zealand**
 - GCC Sales & Marketing Representation
- **Sands Resort & Spa**
 - GCC Sales & Marketing Representation
- **Sanctuary Retreats**
 - GCC Sales & Marketing Representation
- **Abercrombie and Kent**
 - GCC Sales & Marketing Representation
- **Alila Jabal Akhdar**
 - GCC Sales and Marketing Representation
- **Cheval Blanc**
 - GCC Sales & Marketing Representation
- **Fairmont Copley Plaza, Fairmont Washington D.C., Georgetown and Fairmont San Francisco**
 - GCC Sales & Marketing Representation
- **The Farm at San Benito**
 - GCC Sales & Marketing Representation
- **Le Royal Monceau Raffles Paris**
 - GCC Sales & Marketing Representation
- **Finolhu Baa Atoll Maldives**
 - GCC Sales & Marketing Representation



OUR TEAM

MOHAMED AL GEZIRY

Late Chairman

As founder of the consultancy, Mohamed Al Geziry brings over 40 years' experience in the hospitality and tourism industry in the Gulf, having held a number of senior management positions in sales, marketing, and hotel management.

In his formative years during the 70's and 80's, Mr. Al Geziry was responsible for the development and direction of sales and marketing strategies for both Inter-continental and Sheraton Hotels across the Gulf region.

He is one of the founders of the Dubai Commerce and Tourism Promotion Board, now known as Government of Dubai's 'Department of Tourism and Commerce Marketing', and an active partner in a committee which was established for Dubai Hotel Classification.

Prior to setting up his own consultancy, he was the General Manager of Dutco Hotels. One of his most important roles included responsibility for the strategic direction and full day-to-day operation of the world-famous Jebel Ali Hotel and Golf Resort. Among his management record were the highly prominent Hatta Fort and Oasis Beach hotels.

Mr. Al Geziry has extensive knowledge of all aspects of hotel and tourism development, operations, management and event planning both locally and internationally. Today, in his capacity as Chairman of the Consultancy, he is assisted by a team of young, highly knowledgeable professionals, with whom he collaborates to collectively deliver the highest level of success for clients.

In addition to his many commitments, Mr. Al Geziry is a member of *ConseillerCulinaire* of the Dubai Baillage "Chaine des Rotisseurs", a member of the Skål Club in Dubai, and of SITE, MPI and the Institute of Hospitality.



ALIA ABOU ALWAN

Owner

Co-founder of the Consultancy, Alia Abou Alwan was an important part of her Husband's Hotel Life for over 30 years, involved in many aspects of being the perfect host including welcoming Royalty and Dignitaries from around the world.

Born in Kuwait and educated in Lebanon, Alia lived most of her life in Dubai, where she began her professional career at the Dubai Petroleum Company in 1968 to then move to the Commercial Bank of Dubai as the first and youngest Ladies' Bank Manageress in the world - a great experience filmed by the BBC's documentary "Women Behind the Veil".

From there, Alia moved to London to work as the Private Secretary for H.E. the UAE Ambassador for 4 Years. She then came back to manage a jewelry and silver exclusive outlet in Dubai that also sold top quality French China and Crystal at a time where no other outlet in the region offered such quality artifacts.

Prior to co-founding the consultancy, Alia also organized many antique exhibitions in Dubai for 10 years with the Vice Chairman of "Lapada" (London Antique Dealers Association) and the famous "Sotheby" Auction that took place at the Dubai World TradeCenter.

She is a natural communicator and a perfect public relations personality that is capable of communicating with almost anyone; she is your perfect host.



NOOR AL GEZIRY
Chairperson

Noor Al Geziry: A constant quest for the new and unexplored!

An expert in project management from inception to implementation and knowledge transfer with over 10 years of field experience in the areas of hospitality, tourism, business development, event management, marketing & communication functions.

A great communicator and goal-oriented with top notch organizational skills, Noor has an innate ability to bring people and ideas together, to think strategically and to work specifically in details.

Her passion for challenge and her interest in exploration have earned her various work opportunities in different fields over the past years. These include Brand Management & Design, Marketing & Events, Real Estate & Development, and Government Leadership Development & Training.

Noor has also acquired extensive experience in strategy, technology, research, benchmarking and developing quality standard schemes, amongst others, while working on several major business transformation projects that would develop the hospitality and tourism industry further. The nature of work and her experiences over the years with the company has also developed her client relationship management skills as she also oversees the Consultancy's entire operations while providing the team with the support that encourages self-development, sought after results and achieved targets.



HASSAN KIRA
Financial Controller

Qualified in Egypt, with a Bachelor of Science Degree in Commerce - majoring in Accounting from Ain Shams University, Hassan has over 20 years' experience in the fields of Finance and Accounting holding several positions in different industries both in Cairo and Dubai.

Prior to joining Mohamed Al Geziry Consultancy as the Internal Auditor, Hassan worked as an Accountant for a Multinational Company in Cairo and continued his career working for the Food Industries Company for seven years as an Accountant before being promoted to Internal Auditor. He later joined a tourism company, a subsidiary of the Export Development Bank of Egypt Corporation where he served as Internal Auditor for eleven years before assuming the position of Chief Accountant.

Currently in his capacity as Financial Controller, Hassan oversees the financial activities, book-keeping and implements financial controls within the Consultancy in addition to preparing financial reports, budgets and financial forecasts on a regular basis.

His last position as the Financial Controller of Mohamed Al Geziry Consultancy which he held for more than ten years in addition to more than 26 years of diversified experience within the fields of Finance and Accounting, have equipped him with the knowledge and skills that enable him to provide expert advice and consultancy on the financial activities of the whole organization in his current capacity as Financial Consultant.

AHMED FATHALLAH
General Manager – Destination Marketing

Born and raised in the UAE, Ahmed holds a Bachelor Degree in Hotels Management. He has diverse sales and strategic planning portfolio with a focused approach through service standard management and innovative financial acumen.

Results driven, he has proven abilities in managing projects, improving efficiency of operations, and adapting proven strategies to varied international conditions in the hospitality industry that spans over 12 years in the region.

Ahmed is highly organized and analytical. His ability to turn challenges into solutions with his positive attitude and sound hotel experience allows him to offer his clients truly specialized services with great care.

Prior to joining the Consultancy he worked with Hilton Hotels Worldwide, Millennium & Copthorne Hotels, Samaya Hotels and Resorts and was appointed as Regional Senior Manager for The Economist, The Guardian and The Observer in the region.

Ahmed has also the ability to identify strengths and weaknesses in the product and service process and implement policies and procedures in order to improve and drive financial and service results



ROSETTE PAVIA
Marketing Executive

A Bachelor's degree holder in Business Administration, Rosette has reaped strong grasp of business management principles including general business administration, finance and marketing. With her educational background and experience in the field, she has enhanced both business-related skills and soft skills or attributes that paved way to interact effectively to others.

Rosette is experienced in Public Relations, Marketing, Customer Service, HR, Administrative, Community Management and Social Media Content Curation. She also has demonstrated history of working in the online media industry as a Forum Administrator & Social Media Coordinator where part of her responsibilities include creating social media campaigns, curating and creating posts for the company's official social media pages with relevant and up to date content, and implementing strategies that drive higher customer engagement to generate leads and increase conversion rate from follower numbers to sales figures.

Her strong technical skills and her proficient knowledge and extensive experience in Digital Marketing, Digital Media Content Creation, and Social Media Management enables her to support the Seychelles account where her core responsibilities include but not limited to overseeing the maintenance of the travel industry and media database, conceptualising and implementing marketing activities and strategies that are tailored to the market, creating sales pitches, presentations, marketing budget and plans, preparing, organizing, and executing travel and consumer fairs to increase destination awareness, making monthly reports to evaluate current marketing activities and revise as needed, creating Press Releases, and executing circulation to the media.



KRISTINE JEAN GENOVE
Data & Research Analyst

Kristine holds a Bachelor of Science in Mathematics and is currently pursuing her master's degree in the field of Mathematics.

Prior to moving to Dubai, Kristine has gained 4 years of experience in the collection, analysis, interpretation and presentation of quantitative information in the academic sector.

Currently as the company's Data and Research Analyst, her role includes reporting and data processing tasks and is involved in the initial stages of survey design to analysis and interpretation of results on a range of research projects in the food & beverage, leisure, tourism and hospitality sectors. She plans and conducts research on businesses and markets and provides helpful analysis for decision-makers.

Some of the major projects she has been involved in were the 2012/13 Dubai International Visitor Survey, 2012 Community Survey (re-commissioned in 2015) both completed for Government of Dubai, Department of Tourism and Commerce Marketing, 2015-2016 Research for Meraas Business Holding Units and Review, Advisory and Revision of Accommodation Classifications Standards for government units such as Ras Al Khaimah Tourism Development Authority, Department of Ajman Land & Real Estate Regulatory, Sharjah Commerce and Tourism Development Authority and Umm Al Quwain Tourism Department.

LANIE MANALO-MERTENS
Sales & Marketing Consultant

Having spent more than 10 years in the UAE, Milanie has acquired extensive experience in developing relationships with the Travel Trade and the Media. Her outgoing personality and operational efficiency allow her to maintain positive relations with all industry sectors.

Milanie specialises in Destination Marketing, Sales and Public Relations. She is a strategic thinker and very proficient in all areas of marketing up to the development of marketing plans and strategies. She worked as a Senior Marketing Executive in the company and in no time was promoted as the Senior Account Manager due to her dedication and proven track record. During her tenure in the company, she was immensely involved in various accounts including international hotel chains and government tourism authorities such as the Seychelles Tourism Board, Gold Coast Tourism Corporation, and Jordan Tourism Board.

She has proven skills, knowledge and abilities and has undergone excellent training in the Sales & Marketing field. She also possesses good interpersonal and communication skills and is very passionate about her job; thus, enabling her to showcase her expertise as a Consultant by providing strategic and practical sales and marketing advice.



NIAMH HUNTER
Senior Consultant

With 25 years' experience in the industry, 15 of which in consultancy, Niamh has spent the previous 9 years focusing on developing and improving destination Guest Accommodation Frameworks and has extensive knowledge, experience and expertise of global practices, developments and trends within the tourism & hospitality industry. She is as well versed on destination guest accommodation frameworks and their associated classification and licensing standards, scoring principles and assessment processes; as she is on industry trends and the continuous product evolution of the market leaders such as the large international operators, who invest heavily in identifying and meeting ever changing market needs and expectations.

Having worked as project lead with many emerging, previously loosely regulated destinations, Niamh has experience in developing Classification and Licensing frameworks from the ground up. Her focus is towards achieving a "win-win" scenario, by developing frameworks that support the destination growth strategy, and which are viable both operationally and financially for the industry. Whilst clear definition of minimum acceptable standards is the basis of success, the need for operator individuality and profitability must also be embraced in order to attract new investors and subsequently expand the guest accommodation portfolio. Therefore, she fully supports a collaborative approach to implementing a successful framework that maximises the in-country resources to satisfy the destination's target markets and their diverse needs, expectations and budgets.

With a love of interior design, Niamh also has an in-depth understanding of property fit-out, and the difficult task of differentiating and evaluating varying quality levels by classification rating, which can be a largely subjective area. Although budgets and price points may differ substantially, the expectation of clean and fit for purpose accommodation is always present, and is the lawful right of any paying guest. It is possible to develop accommodation products which offer modern clean facilities and technology at every price point.

During her hotel career, Niamh has held in-property and regional positions at Le Meridien Hotels, predominantly focusing on revenue development and inventory distribution. As a Consultant, in both the UK and the UAE, she has developed and implemented operating standards for existing properties and new openings, including hotels and multi-purpose activity centres. She also has experience in software and property management systems specification and selection.



MANIA MERRIKHI
Senior Consultant

Mania Merrikhi is a career Communications professional who specialises in Marketing, Event Management, Business Development, and the development of Marketing Training Programmes.

A strategic thinker and planner, Mania firmly believes that content is the base of any marcomms project. Of late, she has worked on numerous projects for large and small corporations in the fields of branding, brand architecture, and marketing training programmes, all with the richness of content and cost-effectiveness at the forefront.

She is the former Head of Communications for Economic Zones World, a DP World company. In this role, Mania initiated several innovative and result-oriented communication strategies for Jebel Ali Free Zone, National Industries Park (formerly Technopark), and Dubai Auto Zone, the three principal subsidiaries of DP World. With her impressive career graph spanning over 19 years in communications, Mania has been a key figure in planning and executing some of the most redefining communication projects for the Corporate Group.

Mania is a motivating leader and an enthusiastic team-player. She graduated in the year 2000 from Al Mawakeb School in with honours and went on to obtain Bachelor's Degree in Business Administration from Emirates Aviation College and a Masters in International Business from Wollongong University. She has recently completed Doctorate of Business Administration from Atlantic International University.

She loves swimming and keenly engages in CSR activities and initiatives all over Dubai. She continuously supports multiple charitable organisations and is a member of AMSI Voices Committee, an Al Mawakeb School platform designed to enable youth in the UAE to make the right career choices.

KHALED GHALEB
Strategic Partner

Khaled was the COO of Meraas Hospitality Lifestyle Hotels. Prior to that he was Head of Hospitality at Al Qattara Investments, incorporated under the Crown Prince Court of Abu Dhabi, overseeing hospitality investment strategies, development, design and planning as well as asset management. He was also the General Manager of The Westin Dubai, Al Habtoor City (part of Marriott International). Hotel Manager at The Grosvenor House Dubai, and Shangri-La Hotels.

Khaled brings over 25 years of experience in the hospitality sector with wide ranging experiences across international hotel chains in Egypt, France and the UAE. Khaled has held Strategic, Operational and Commercial key senior Leadership roles in multi award-winning flagship properties, projects, launches and brand conceptualizations across industry staples; Marriott, Shangri-La and Starwood Hotels & Resorts. Khaled holds a Bachelor degree in hotel management from Helwan University and a Hotel real estate investments and asset management degree from Cornell University.



KARMA EL-FADL
Senior Consultant

Karma El-Fadl is an experienced professional with over 15 years of experience in management consulting and research. She has focused on strategy, business planning, strategic HR and project management.

Over the last five years, Karma has been working as a Contract Consultant in Dubai with clients across multiple industries including healthcare, media, tourism and professional development. Projects have ranged from organizational transformation and performance improvement, to data analytics and strategic planning.

Prior to that, Karma worked as a Project Director at Houston Methodist Global Healthcare Services (HMG) in Dubai providing consulting services for the planning and development of healthcare facilities across Europe, Middle East and Africa.

She also previously worked at PricewaterhouseCoopers (PwC) for four years where she led the Health Industries Practice's largest and most complex projects, which included an engagement in Qatar for the Supreme Council of Health to design and structure their national health insurance scheme. She also managed a yearlong project in Abu Dhabi to develop an authority's strategy, organisational design, governance structures, as well as policies and procedures. Karma has led market research teams on a number of feasibility studies which included developing business plans for new business ventures in the wellness industry. She also contributed to several HR and change management assignments. During her time at PwC, Karma also served as a regional trainer on soft consulting skills and analytical techniques.

Before relocating to Dubai, Karma worked with the Financial Times Stock Exchange Group in London on responsible investment, the United Nations Development Program in Beirut on developing strategic environmental assessment legislation for Lebanon, as well as with the American University of Beirut on water conflict resolution and corporate social responsibility.

Karma holds an MBA with Distinction from Cass Business School in London, as well as an MSc in Environmental Technology and BSc in Environmental Health from the American University of Beirut.



SOLAIMAN AL-RIFAI
Senior Consultant

A professional international sustainable development practitioner and senior advisor and has worked across the private and public sector managing projects globally. Solaiman also previously held senior management positions in the United Nations, Banks and currently leading the Dubai Sustainable Tourism (DST) initiative. Passionate for the environment and this is illustrated by the several initiatives he spearheaded that resulted in a number of carbon reduction programs.

He also provided policy advisory services to the UAE Government and facilitated knowledge building and project development by leveraging the United Nation's global expertise and resources leading to "transformative" change in the country's development and the creation of strategic partnerships. He regularly conducts workshops on best environmental sustainable practices and has trained more than 500 government officials in the region, from different sectors on low carbon development.

Solaiman also regularly participates in thought leadership at conferences and an active member on many forums including the UAE Vision 2021 task force in charge of developing the roadmap and implementation strategy for the infrastructure and environment sector, the UAE Climate Change task force & negotiation team, the UAE Aviation negotiation team, the UAE Ecological Footprint Initiative Steering Committee.



DR. UDAYA INDRARATHNA
Senior Consultant

Dr. Udaya Indrarathna received his education from various esteemed institutions in the USA and UK including his Master's Degree in Marketing from Birmingham City University, Birmingham Business School, UK and his Doctor's Degree in Applied Management Decision Sciences from Central Pacific University, USA amongst many others.

He has over 20 years of professional experience in Travel Tourism, Policy and Strategy, Model Framework Development, Leadership Development for CEOs and Aspiring CEOs. With this wealth of experience, he has understood the true essence of people, processes and perspectives, and how to drive value by combining these.

He is currently the Chairman / CEO of London Executive Coaching UK LTD and at the same time the CEO / Sector Head - Leisure Sector of Softlogic Holdings PLC. Softlogic Holdings PLC, rated one of Sri Lanka's most dynamic and reputed conglomerates, holds the leading position in domestic growth oriented sectors such as ICT, Healthcare, Retail, Financial Services, Automobiles and Leisure.

His prowess in his field was not only evident in his home country, Canada, but also in the UAE where he held senior positions both in government and private sectors. He served as the Executive Director for Policy/Strategy/Research/Tourism Affairs for Department of Tourism & Commerce Marketing (DTCM) for 10 years. He also worked in Abu Dhabi as the Senior Advisor, Chairman's Office in Abu Dhabi Tourism & Culture Authority (TCA).

He also worked as Group Financial & Operations Analyst for DUTCO Hotels & Leisure Group. One of his notable contributions for the company was the 5 Year Strategic Plan for the company and align as an MBA Dissertation - The Corporate Strategy Vision 2005, an Award-Winning Thesis at the University of Leicester, UK.



RAZAN BADRI

Strategic Partner – Training & Development

Razan Badri was born in the U.S. but has been raised in many different countries around the world from Dubai to Egypt to Saudi Arabia to Syria to China and Indonesia. She attended the American University in Dubai and received a BBA in Marketing and later on, also received her Master's Degree in Legal Studies from Northway University in New York.

She held several roles in Marketing and Advertising for companies such as Procter&Gamble, Beiersdorf-NIVEA and Bel Groupe. She also handled several multinational companies in her previous roles such as Nestle and Reckitt Benckiser. After spending seven years in these fields, she decided to move into Teaching. She worked with the International School of Chouiefat in Syria and Al Hussan International School in Saudi Arabia. She also became a certified TESOL and TEFL and started teaching English as a Freelance Instructor. Razan also became the Head of the Business Department at the American International School in Dubai responsible for developing Business Curriculums for three grade levels and taking a significant part of the KHDA evaluation.

In 2014, she founded Leave a Mark Today and became a full-time Corporate Trainer and since trained junior, mid-level and senior managers coming from over 50 nationalities who work in the Hospitality, FMCG, Legal, Oil & Gas companies as well as Governmental sectors such as Dubai Police.

She has developed and conducted existing as well as new training modules as a Corporate Trainer. She has maintained a high standard of execution through her trainings and has been asked to return for more training with the same clients. Her post-training feedback has always received a 95% success rate. Razan believes in inspiring, developing and empowering trainees.



DAHLIA SIMMONS
Training Consultant

Dahlia Simmons is a training professional with over 20 years' experience designing and delivering both accredited and bespoke courses through the UK and UAE.

Clients have included large organisations in the UK such as Shepherd FM, Working Links, World Class Skills, Protocol Skills, EON, to name a few.

Dahlia has lived in Dubai since April 2011 and is very familiar with the Emirates and the training needs of the region. She has worked with Webology Dubai, Nakheel Dubai, RTA Dubai, TSSC Dubai, SENAAT Abu Dhabi, the Saudi Government, Sharjah Department of Tourism, Dubai Department of Tourism & Marketing, and the Tawteen Council in Abu Dhabi.

Having had first-hand experience in the sales, retail, management and welfare to work sectors, Dahlia is well equipped to provide accurate and relevant training at all levels.

Dahlia herself is a qualified Assessor and Internal Verifier allowing her the benefit of her knowledge and experience to quality check any accredited courses being delivered. These could be through City & Guilds or Ed Excel or similar awarding bodies across the globe.



OUR STRATEGIC PARTNERS

As one of our valuable clients, our relationship with you does not stop at our in-house services. Rather, we are proud to offer a portfolio of partner resources and services to serve all your needs.

- **Spectrum Consultants**

Spectrum Consultants introduce themselves as expert consultants specialising in Hospitality management and development, Property Development, Corporate Property Consultancy, Property Management and Project Management. Following global methodologies and tools, they offer economical and innovative solutions to your property development needs. With in-depth study and expertise of a team of professionals, they analyse hospitality and real estate markets and opportunities to expedite transactions. With knowledge of the present trends, they help you get the best possible deal by channeling your investments in the right direction.

- **Soft Source Information Technology**

SoftSource is one of the leading software and solutions providers in the Middle East. Located in Dubai, Soft Source was founded by a group of committed IT professionals, its main objective is to be one of the main firms providing IT solutions in all its fields. They are also specialized in implementing systems for Service Centers, managing projects and providing top-end consulting services.

- **Evolve Business Development Solutions**

With offices in Egypt, Evolve is a premier Consultancy and Management firm, specialized in the Hospitality industry throughout its broad spectrum of functions; offering services in the fields of Market Research, Marketing, Sales, Public Relations, Revenue Management, Distribution & E-Commerce, Operational Finance, Human Resources, Training & Development and Hospitality Management.

- **Fusion5**

Fusion5 is a fully integrated media planning and buying agency with services such as research & data analysis, insights & ideation, strategic planning, digital (social, search & mobile) and negotiation & buying, operating locally with international service standards. It was founded by bringing together 30 years of combined media experience with multinational media groups. Fusion 5 brings a successful journey with diverse knowledge across multi-media channels and platforms with experience gathered across multiple categories, across leading local & international brands in automotive, banking, electronics, F&B, FMCG, motorsport, retail, telecom and travel & tourism.



- **Orient Planet**

Orient Planet is one of the Middle East's most rapidly growing public relations, marketing and communications consultancies. Orient Planet's expertise in creative communications coupled with contemporary thinking provides unparalleled marketing communications services to its clients across numerous sectors. It specializes in providing powerful and distinctive business communications drawing on the best talent and quality resources to assist local, regional and international companies in enhancing their corporate reputation and brand equity.

- **Leave a Mark Today (LMT)**

Leave a Mark Today (LMT) was established in September 2014 with the aim to inspire, develop and empower each individual helping them succeed in their career.

LMT's primary focus is on Management Consulting specializing in HR Training & Development Plans and Needs, Business Consulting in terms of Business Development, and Department Development.

Second to Management Consulting, LMT also offers Interpersonal Development for Middle to Upper Managers.

LMT caters to different industries such as Hotels & Hospitality, Oil & Gas, FMCG, Legal and Retail. Some of her past and current trainees are Armani Hotel, Jumeirah Beach Hotel, TheOne&Only Royal Mirage, Baker McKenzie Habib Al Mulla as well as many others.

- **iLearn**

iLearn provides business intelligence and analytics through a cutting edge new technology & approach that gives real, honest intelligence & insight into business like no one has never seen before. Their product gives 100% the truth about businesses seen through the eyes of a customer, which are turned into smart, measurable actions that transform the customer experience, rocket sales and provide guaranteed ROI.

iLearn is also an educational hub of specialized academies creating a bold new educational path for millions of learners in the Middle East - catering to the needs of businesses from a variety of industry sectors as well as the individual learners who can access knowledge, personalized for their needs in their own native language in a flexible, easily accessible and affordable manner.



- **sps:affinity**

sps:affinity - Strategic Partnership Solutions is a boutique business consultancy headquartered in Dubai, United Arab Emirates – delivering innovative consulting services to partners in the hospitality, leisure, tourism, retail, aviation, education, and service industries in the Middle East and beyond.

Their four distinct divisions – sps:digital, sps:hotels, sps:training, and sps:pr – deliver a range of innovative services, from corporate communications to dynamic business development strategies, to high-profile corporate partners in the Middle East, with a commitment to helping clients realize their ambitions by making owning their goals.

We have joined forces with key branding agencies and a reputable translation house in Dubai. With our combined strength in the regional and international hospitality and tourism industries, our team is able to confidently offer you turnkey solutions that guarantee your complete satisfaction.



OUR ASSOCIATE OFFICE

We have strategically aligned our company with like-minded Associated Group Consultancy that shares our business values. This consultancy office is guaranteed to offer you services similar to ours, but unique to their specific geographical location:

- **Saudi Arabia**

El Zayat Hotels Research, Tourism and Hospitality Studies Middle East

Chairman: Aly El Zayat

El Zayat is a strategic and operational services provider offering world-class professional Tourism and Hospitality advice and support to Governments and private sector clients via specialist services from initial concept research and feasibility studies to planning and facilitation, investment assessment, development and operations. Principal advantages enjoyed by many clients, regionally and internationally, from heavyweights to medium-range, derive from El Zayat's well-established experience in the Middle East region, its valuable connections and its unprecedented knowledge of the markets the company operates in.

Owners, developers and operators in the Tourism and Hospitality industry find in El Zayat lateral thinking, quiet confidence and open-handed entrepreneurship in relationships that are characterised by transparency.

Further assurance lies not only in the company's inherent stability but also the efficiency and diligence evident throughout its activities, as well as an impressive array of completed projects.

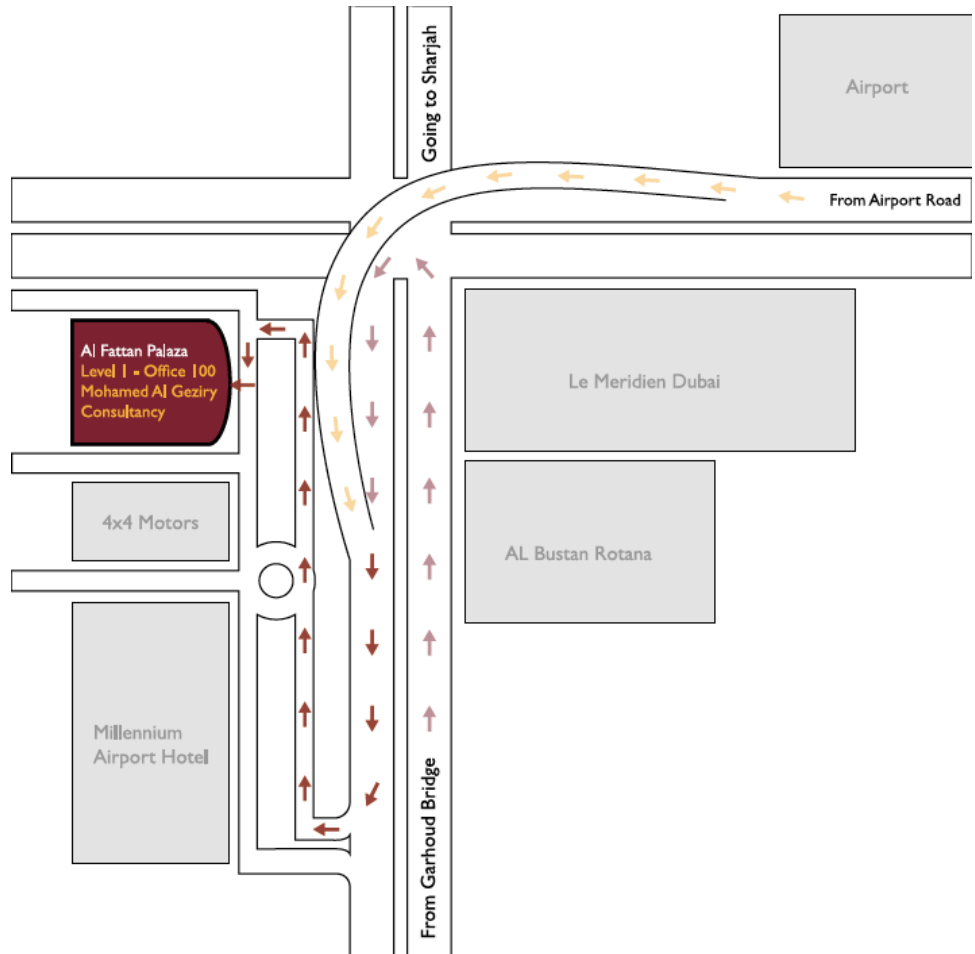
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Location Map



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