

INDUSTRY ELITE SPEAKERS COME TOGETHER AT #TALE 2020



ENTERTAINMENT CITY

Don Potts
President - Parks & Attractions
Qiddiya

Experienced resort and entertainment professional who has created and led broad scale initiatives with the latest project being Saudi Arabia's entertainment mega city Qiddiya. Don specialises in organizational design, change leadership, experience and attraction development that resulted in record levels of guest and employee satisfaction.



SPORT

Matt Roberts
Director of Research
& Analytics
Formula 1 (UK)

Former head of insight teams at ESPN, BT Sport and Sky Sports currently for F1 data and insight strategy which helps drive fan engagement and commercial revenue opportunities for this global giant.



MALL

Steve Dumas
Principal,
PairD Consulting

More than 25 years of design experience in the US retail industry and now as retail design consultant he assists both developers and their design consultants on mixed use, airport and retail related projects. His work emphasizing customer focused experiences to ensure the customers keep coming back.



GOVERNMENT

Dr. Khaled Altareri
Vice General Manager
Ministry of Commerce & Investment (Saudi Arabia)

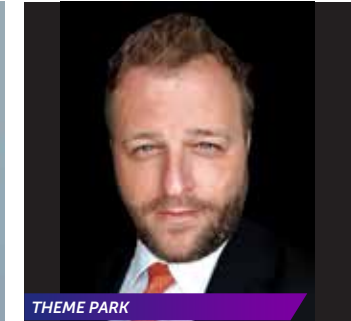
Actively involved in the development of the Theme Park and Entertainment Industry in Saudi Arabia. He plays a big role in the development of the entertainment industry to lessen the country's reliance on oil revenues and to promote economic diversification in Saudi Arabia.



CINEMA

Debbie Stanford-Kristiansen
CEO
Novo Cinemas

CEO of the Year 2019 and 2018-Top 30 Most Influential Women in the Arab World 2019 as well as #5 of Women in Global Cinema 2019 currently serving as the chief executive of NOVO Cinemas MENA.



THEME PARK

Lennard Otto
CEO
IMG Worlds of Adventure

Overseeing the park's strategic vision, direction and operational leadership, working to establish the attraction as one of the Middle East's leading theme park destinations. Spearheading the park's future development, with plans to expand on the existing attraction and to attract a global audience.



THEME PARK

Brian Machamer
Park President
Six Flags Qiddiya

Industry veteran with more than 25 years of experience and has overseen international theme park developments in Singapore, the UAE and Malaysia. He started his career at Universal Studios Florida in 1990, where he served for more than ten years. As park president of Six Flags Qiddiya, he will be responsible for all aspects of the theme park, including strategic planning, budgeting, and operations.



MALL

Guillaume Thfoin
Head of Data & Analytics
Majid Al Futtaim

The key player in Majid Al Futtaim's ambitious digital transformation journey, in charge of building and scaling up the first and the best Digital & Analytics team in the region. His mission is to build the ecosystem of Data, Science, Products and partnerships to enable the businesses to reach their ambitious growth targets.



THEME PARK

B. R Kiran
Chief Portfolio Officer
Miral Asset Management

Responsible for commercial success of the developments within Miral along with site analysis, idea creation, best land use, market study, feasibility, cash flow, project financing, budgeting, design completion, negotiations with all parties like consultants, contractors, operators, etc.



MALL

Wail Balkhair
CEO
SAHAT Property Management (Saudi Arabia)

Leading operations, customer service and administrative functions as well as dealing with all aspects of malls, facilities and general management. Besides his current position as Deputy CEO he is also a board member for the Middle East Council of Shopping Centers (MECSC) and the president of the "Shopping Centers Committee" in Jeddah Chamber



CINEMA

Melissa Jarvinen
Chief Experience, Marketing and Change Agent
Novo Cinemas

Responsible for developing strategies to redefine marketing at Novo through journey mapping, personalisation, automation and engaging content.



FAMILY ENTERTAINMENT CENTRE

Mohamed Attia
CEO
Kids Space (Saudi Arabia)

Previous projects included a huge expansion of leisure business within the MENA region, a five-year robust expansion plan in Bahrain, Jordan, Oman and countries in Eastern and Western Africa and Central Asia.

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CINEMA
Ashish Shukla
 CEO
Cinepolis Cinemas Gulf

In his role, Ashish is responsible for adapting Cinépolis International best practices in Cinemas to the UAE, Bahrain, Oman and Saudi Arabia region. In addition, Ashish is adept at technological integration, with rich experience in selection and application of relevant and emerging technologies in pursuit of business goals.



MIX-USE DESTINATION
Issa Ataya
 CEO,
Alef Group

With a strong and successful background in retail, hospitality, luxury real estate developments and mixed-used environments, he is now responsible for setting and leading Alef Group's overall strategy and revenue growth initiatives.



MIX-USE DESTINATION
Rishi Kapoor
 SVP International Development
MGM Resorts International

Leading the Europe, Middle East and Asia Pacific regions for MGM Hospitality's strategic plan to establish, world-class hotels and integrated real estate and entertainment developments. He is playing a major role in bringing the new MGM Resort to Dubai which is set to open 2021



MIX-USE DESTINATION
Gillian Hamburger
 SVP of Commercial
Expo2020

Responsible for commercial partnerships, ticketing, licensing and retail, food and beverage, hospitality, and concessions..



CINEMA
Mireille Shouaib
 CEO
Lunar Cinema (Oman)

In charge of delivering inspiring and innovative ideas in the sphere of latest sound systems and projection technologies as well as high-end food and beverage services



THEME PARK
Mohammed Dabeel
 Operations Director
Sharjah Golf and Shooting Club & Zombie Apocalypse Theme Park

Heading the complex operation of the Zombie Apocalypse Theme Park due to open in 2020 (a JV between Nakheel and Sharjah Golf and Shooting Club) entirely powered by glow in the dark technology.



MALL
Sayra Berirmen
 Head of Digital Innovation
Reem Mall

Responsible for creating, leading, executing the overall digital strategy of Reem Mall, a 1.2 bn dollar mall project in Reem Island. The core areas of focus; to build a digital ecosystem with the objective of amalgamating e-commerce with brick and mortar capabilities, to create consumer driven digital experiences with the objective of community building, to establish new revenue generation capabilities with the utilization of big data.



THEME PARK
Ziad Al Sharabi
 Sales & Marketing Director
Sharjah Golf and Shooting Club & Zombie Apocalypse Theme Park

Actively involved in launching the upcoming 65,000 square foot Zombie Apocalypse park, a giant entertainment zone themed around the living dead which will feature 12 attractions in partnership with Nakheel Malls



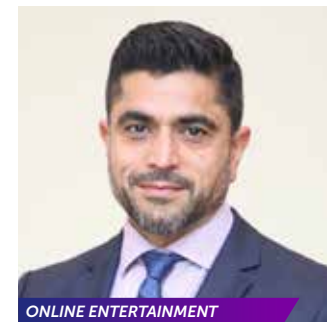
MIX-USE DESTINATION
Darren Tse
 Commercial Director – Concessions
Expo2020

Leading the Concessions section in the Commercial department for Expo 2020, in charge of the strategic development and operational delivery of F&B, Hospitality and other services for this globally recognized Mega-project that will host 25 Million visitors resulting in an anticipated 50+ Million dining occasions.



CINEMA
Arpan Dutta
 Head of Operations
Empire Cinemas KSA (Saudi Arabia)

Rich experience in Hotel Operations, Multiplex Operations, Project Management, Sales, Marketing, Business Strategy. Prior to heading up the operations for the globally based empire cinema he has also held executive roles at Emaar Entertainment, Cinemax India as well as PVR Cinemas in India.



ONLINE ENTERTAINMENT
Maaz Sheikh
 Co-Founder & CEO
Starz Play

Founder of one of the world's fastest growing entertainment services, to Middle East, Pakistan and Africa, also listed on the 2018 Dubai 100 - 100 Influential People Helping Shape the Emirate.



PROPERTY MANAGEMENT
Shajai Jacobs
 CEO – GCC
ANAROCK Property Consultants

Over the last 19 years, his diverse professional pursuits has given him the opportunity to build and lead some of India's best-known brands

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CINEMA

Adon Quinn
COO
MUVI Cinemas

Launched the first Saudi Arabia's nationally owned and operated cinema MUVI Cinema in August 2019. Expert at assessing possible acquisition opportunities; establishing international markets' business environments; as well as negotiating and closing deals toward company profitability.



FAMILY ENTERTAINMENT CENTRE

Peter Poyck
General Manager
Adventureland

In charge of the operation of Adventureland in the U.A.E. and Morocco



MALL

Andrea Deutschbein
Director FM - Soft Services,
Emaar

She is an accomplished FM specialist and currently in charge of the FM operations at one of the world's largest shopping malls, the Dubai Mall with prior experience at railway stations in Germany as well as the Doha International Airport and entertainment industry.



SPORT

Karim Mousa
Director & Co-founder
Cyber Sports League

Co-founder of the region's most established, electronic sports (esports) organization



E-COMMERCE

Naveed Pirzada
Chief Strategy Officer
mall.global

Leading the strategy for the online shopping platform that blends the best of e-commerce convenience with completely customized retail experience. The Project is designed to be the Group's magnum opus and due for public release by 2020.



MALL

Kartik Raj Rewar
Strategy and Digital Innovation Lead
Emaar

Working with the Chief Strategy Officer to drive strategy and innovation while creating digital transformation across industries at Emaar, one of the world's biggest real estate and lifestyle developers.



MALL

Melissa Wingfield
Regional GM of Retail Marketing
Al-Futtaim

Managing the regional strategic marketing, communications, branding and digital approach for the most anticipated all new Festival Plaza set to open end of 2019 as well as the established Festival City malls and retail brands across Qatar, Cairo and Dubai.



ENTERTAINMENT

Shujat Mirza
Dubai Chapter President,
The VR/AR Association

VR & AR enthusiast, media and advertising professional with 12 plus years of experience. Shujat has been collaborating with top brands across the UAE as well to create traction and build a market for VR & AR technology in the region.



THEME PARK

Himanshu Mehta
Director of Strategic Alliances,
Partnerships & Sponsorships,
IMG Worlds of Adventure

15+ years' experience in managing strategic alliances, partnerships, large scale sponsorships, corporate events, exhibitions and product launches across a breadth of sectors for industry leading firms across MENA region.



MALL

Guillaume Darlix
CCO - Retail
Aswaq Management

Heads up the commercial teams in charge of centres such as the Abu Dhabi Mall, Etihad Towers, Masdar City Plaza, Fatima Park, Paragon Bay Mall, Souq Al Jami as well as the recently signed Al Ruwais Mall.