



Europe and Middle East Candidate

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Director of Business Development
Thinkwell Group
Primary Location: United Arab Emirates
Running for 1st term



ABOUT THE APPLICANT:

Career Highlights

I entered the world of themed entertainment in 2016 when I started my career at Thinkwell Group as a Business Development Associate for the EMEA region. In my 7+ years with the company, I have grown from being in a support position to leading the business development efforts for the region. Some career highlights / accomplishments include:

Successful client acquisition and retention of major regional clients including Saudi Entertainment Venture (SEVEN), Miral, Qiddiya, Public Investment Fund amongst many others.

Notable completed / open projects that I have been involved in include Warner Bros. World Abu Dhabi, Sea World Abu Dhabi, USA Pavilion at Expo 2020, Wahat Al Karama Visitors Center, Snow Oman, The Storm Roller Coaster at Dubai Hills Mall.

The types of projects I've had the privilege to be involved in are wide-ranging - from large theme parks (both outdoors and indoors) to family entertainment centers, snow parks, corporate briefing centers, live entertainment, museums, pavilions, e-gaming districts, e-sports arenas, projects involving various Intellectual Properties and brands etc.

Fostered collaborations and partnerships with various firms and individuals within the industry to support clients in achieving their vision, whether it be with architects, management consultants, feasibility partners, ride and scenic vendors, specialist suppliers etc.

I'm interested in joining the TEA Board as I would very much like to share the knowledge I've gained and further propel growth of the themed entertainment industry in the middle-east, and in return, I feel this engagement will be beneficial to my career by providing networking opportunities and visibility to industry peers and partners.

Engagements with TEA

My experience and engagements with TEA have been during the various organized events and mixers in the past years. For e.g. Last year, I was privileged to attend the below TEA events.

November 2022 TEA International Mixer (Discovery Cove in Orlando)

September 2022 TEA EME Event (River Thames Cruise in London)

May 2022 TEA Mixer @ SEA Expo (The Cliff Experience in Riyadh)

February 2022 TEA & IAAPA Middle East Summit (Expo 2020 & Ain Dubai in Dubai)

I've found these mixers to be very helpful in building industry knowledge and my network and I would love to be part of the team that helps bring these opportunities to the industry.

Personal Interests

I like to travel to experience varied geographies, food and people.

My interest in themed entertainment wasn't piqued until I become a part of the industry, but my travel itineraries now increasingly include themed attractions; I acknowledge I probably have a lot of catching up to do but I'm fortunate that I get to travel fairly significantly both for business or for personal interest. In all these trips, I try and make it a point to visit relevant key benchmarks and see different types of projects to build up my knowledge of the industry, see how guests interact with these spaces in different countries and cultures and first-hand experience immersion in different stories, characters, and spaces.

During my visit to Japan last month, I was able to visit DisneySeas Tokyo as that project is often cited as a preeminent reference, and what an experience that was! I'm proud to be part of an industry that brings such magic to people's lives, and I'd really like to leverage my personal interest to become an integral part of this industry.

VISION FOR THE TEA:

The themed entertainment industry in the middle east has grown significantly and I anticipate this will further grow exponentially in the coming year. There is an immense opportunity for TEA to be more active in-region to bring people together in events, mixers and summits and help establish a community that supports and builds each other.

If selected, I would be happy to commit to representing TEA at IAAPA Europe and IAAPA Expo (Orlando) including meetings and events around those, and likely other international TEA events. However, my key interest would be to represent TEA in the region, whether that means being part of the team that plans and helps deliver stand-alone TEA events in the middle east or ancillary TEA events that are planned around SEA, DEAL etc.

My specific goal for the TEA during my term would be to help establish a strong recurring yearly TEA event in either the UAE or KSA.

SKILLS AND CORE COMPETENCIES

I believe my skills and interests in planning, budgeting and organization will be beneficial to the growth and success of TEA in the MENA region. I hope to utilize these skills to more frequently “bring together the creators of immersive destinations and experiences to share knowledge, collaborate, spark new ideas, celebrate innovation”.

My proven track record of effectively managing financial resources and creating budgets that are both responsible and efficient will further support in achieving TEA’s mission as I envision deploying these skills in organizing industry events.