



Mohammed Shael Al Saadi

Chief Executive Officer
Business Registration and Licensing (BRL) sector
Department of Economic Development (DED)
Government of Dubai

As CEO of the Business Registration and Licensing (BRL) sector within the Department of Economic Development (DED), Mohammed Shael Al Saadi has a strategic role in maintaining a competitive business environment in Dubai in line with the emirate's reputation as a business hub and investment destination.

Since joining DED in 2008 Al Saadi has made significant contributions to streamlining business activities in Dubai and supporting investor relations with an emphasis on quality, efficiency, transparency and modern technology. He is credited with developing a suite of e-services for BRL transactions and contributing to the UAE improving its global ranking in Doing Business year after year.

Currently Al Saadi is spearheading the migration of BRL services on to a smart platform, and eventually into virtual reality technology, in line with the 'Dubai Smart Government' initiative, enabling investors to complete registration and licensing procedures 24/7 from the comfort of their home or office.

Al Saadi's outsourcing strategy has led to the creation of a network of service centres and law firms offering BRL services while local and international banks have been signed up to collect DED fees and issue licenses.

Prior to joining DED, Al Saadi led the quality management and strategic planning functions within the Jebel Ali Free Zone Authority (JAFZA) where he was also Vice President in charge of Corporate Social Responsibility. He has also served in the corporate quality and excellence team of the Dubai International Airport.

A strategic thinker and prolific speaker, Al Saadi is frequently invited to address regional and international audiences on business competitiveness and the ongoing effort to achieve Dubai's Smart City vision.

His additional responsibilities at DED include Member, Executive Committee; Chair of Outsource Committee; Chair of the Smart Life and Transactional themes and Member of the Advisory theme of the Strategic Plan; and Acting Executive Director of the Strategy division.

A professional business leadership certificate holder of Wharton Business Schools, Al Saadi has a Masters in Quality from the University of Wollongong (Dubai). Currently he is preparing for his Doctoral degree from the University of Phoenix, Arizona, US.