



Saeed Mohammad Measam Al Falasi

**Executive Director, Retail and Strategic Alliances
Dubai Festivals and Retail Establishment (DFRE)
an agency of the Department of Tourism and Commerce Marketing
(Dubai Tourism)**

Saeed Mohammed Measam Al Falasi has an accomplished track record of over 10 years in the retail, information technology and food and beverage sectors. As Executive Director, Retail and Strategic Alliances, DFRE, Saeed is overseeing the implementation of Dubai's Retail Calendar that was launched in December 2016, and which features the full programme of anchor retail activities that will be promoted city-wide including shopping related festivals, promotions and seasonal offer periods, mega-sales and clearance events, exclusive retail experiences and activations.

Saeed is also responsible for sponsorship development, specifically bringing on board new sponsors and managing relationships with existing Strategic Partners and sponsors, as well as liaising and coordinating with key corporate partners of all events and festivals organized by DFRE.

An effective communicator with exceptional relationship management and negotiating skills, Saeed is a versatile professional with expertise in strategic planning, market plan execution and client services management. He is also well-versed in information technology, having started his career as a Data Network Engineer at Dubai Internet City.

He has previously held senior management positions in the private sector, especially on the retail front including Vice President (Business Development), BinHendi Enterprises, where he was tasked with expanding the BinHendi Enterprises brand portfolio consisting of top international brands such as Hugo Boss, Calvin Klein, Brioni, Zilli and Porsche Design across the UAE, GCC and India. Saeed also has to his credit a string of successes in business development and project management in the region's retail landscape.

He holds a Master of Science, Information Technology (Executive) from Bond University Gold Coast, Queensland, Australia, and graduated from the University of Colorado, United States with a Bachelor of Engineering in Computer Science and Engineering.