



Shireen El Khatib

Senior Vice President of Brand Development and Special Projects
Majid Al Futtaim Ventures

Shireen El Khatib is the Senior Vice President of Brand Development and Special Projects at Majid Al Futtaim – Ventures, and focuses on the development of new and differential shopping experiences.

Ms. El Khatib brings over 25 years of luxury retail experience having spent 19 years at Al Tayer Insignia, starting as a store manager for Bulgari and departing as CEO. During that time, she introduced and managed high end fashion, jewellery and home brands such as Armani, Bottega Veneta, Boucheron, Bulgari, Dolce & Gabbana, Fendi Casa, Gucci, Jimmy Choo, Loro Piana, Ralph Lauren Home, Sergio Rossi, Saint Laurent, Asprey, Balenciaga, Coach, Emilio Pucci, and Pomellato, among others. She also brought Harvey Nichols to Dubai, the largest outside the UK, as well as the iconic American department store Bloomingdale's, for its first ever international expansion.

Ms. El Khatib used her expertise in retailing to manage direct investments in emerging luxury brands, and has consulted for established retailers as well as emerging brands in the region, mentoring and advising up and coming designers from the Middle East. Her work over the years led Time magazine to name her one of the key women revolutionizing luxury globally.

Born to a Palestinian father and an Egyptian mother, Ms. El Khatib holds a degree in International Business Administration from the American University in Paris.