

AHMED SIMARY

Senior Account & Events Manager | Dubai, UAE

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EXECUTIVE SUMMARY

Dubai-based Senior Account & Events Manager with more than thirteen years of experience across strategic accounts, event project management, government programmes, VIP protocol, corporate events and regional delivery in the UAE, Saudi Arabia, Oman and Egypt. Combines commercial planning, stakeholder leadership, supplier governance and live operational control.

CORE EXPERTISE

Strategic account management | Event project management | Government and VIP protocol | Mega-event operations | Corporate and technology events | RFP and budget leadership | Supplier management | Risk and readiness | Stakeholder governance

SELECTED EVIDENCE

Dubai New Year's Eve 2026 - Assigned city-scale event operations workstreams | Dubai, UAE

Open Masters Games Abu Dhabi 2026 - Protocol and ceremony operations | Abu Dhabi, UAE

COP28 Blue Zone - VIP operations for 300+ guests and stakeholders | Dubai, UAE

HP Middle East & Africa programmes - Strategic account and integrated programme leadership | EMEA

Aramco and Ithra programmes - Senior account and project leadership | Saudi Arabia

Abrahamic Family House - Recurring cultural programme operations | Abu Dhabi, UAE

PROFESSIONAL EXPERIENCE

Key Account Manager

Mar 2026-Present

Modernist Group | Dubai, UAE - EMEA

- Lead strategic technology accounts and integrated programmes spanning partner marketing, digital activity, retail branding and corporate events.
- Act as the central client contact across scope, budgets, approvals, internal teams and regional delivery partners.
- Supported 25% portfolio expansion in the first quarter within an AED 5M+ budget context.

Senior Project Manager - Freelance

Nov 2025-Mar 2026

Avantgarde Group | Dubai, UAE

- Led assigned government, corporate and cultural-event workstreams across the UAE and GCC.
- Managed planning, suppliers, readiness and execution within AED 20M+ programme environments.
- Supplier scope negotiation contributed to approximately 10% cost efficiency.

Senior Account Manager - Contract

Aug-Oct 2025

Entourage Marketing & Events | Dammam, Saudi Arabia

- Led account and project work for Aramco and Ithra programmes in Saudi Arabia's Eastern Province.
- Managed the route from brief and strategy through budgets, suppliers, delivery and reporting.

Project Manager - Freelance

2025

Balich Wonder Studio | UAE and Saudi Arabia

- Led assigned operations and production workstreams for government, cultural and national activations.
- Managed overlays, AV, fabrication and specialist suppliers across build, live and derig.

Event Manager - Freelance

Nov 2024-Jan 2025

Viola Communications | Abu Dhabi, UAE

- Managed national and cultural programming including UAE National Day-related delivery and the Abrahamic Family House events calendar.
- Coordinated stakeholder, venue, production, protocol and guest-experience requirements.

Events & Exhibition Manager - Freelance

May-Oct 2024

Birba | Muscat, Oman

- Directed logistics, branding and supplier strategy for exhibitions and GCC-facing programmes.
- Local supplier partnerships achieved approximately 15% cost reduction while protecting service quality.

Event Operations Manager - Freelance

Dec 2023-Feb 2024

Alsayegh | Dubai, UAE

- Led operations and production workstreams for government events and cultural activations.
- Managed overlays, AV, fabrication, logistics, DTCM permits and RTA coordination.

Event Manager - VIP Operations - Contract

Oct-Dec 2023

Ethara | Dubai, UAE

- Supported VIP operations within the COP28 Blue Zone for 300+ guests and stakeholders.
- Coordinated logistics, suppliers and sustainability requirements in a high-security summit environment.

Senior Event Manager

Feb 2021-Oct 2023

Caduceus Lane | Dubai, UAE - UAE and Saudi Arabia

- Delivered 40+ corporate and healthcare events annually across two markets.
- Built reliable client relationships contributing to an 80% repeat-business rate.

Senior Account Manager

Jan 2019-Jan 2021

Volaris LLC | Dubai, UAE

- Led corporate and government programmes with budgets up to AED 8M.
- Grew the client portfolio by approximately 30% and managed teams of 50+ staff and vendors.

Senior Project Manager

Jun 2015-Dec 2018

Event Republic | Egypt and GCC

- Directed regional activations, supplier networks and operational systems across multiple markets.
- Mentored junior project managers and strengthened delivery practices.

PR & Event Manager

Jun 2013-Jun 2015

Egypt Event | Egypt

- Managed corporate and government-facing events, PR strategy and media coordination.
- Built the operational foundation for a career in regional live-event delivery.

EDUCATION

Bachelor of Business Administration | Cairo University | 2009-2013 | GPA 3.8/4.0

CERTIFICATIONS

Digital Event Strategist | Microsoft Certified | ICDL

TOOLS

MS Project | Primavera P6 | Monday.com | Asana | Salesforce | Zoho | Power BI | SAP | AutoCAD | Vectorworks | Risk registers | Run sheets | Budget controls

LANGUAGES

Arabic - Native | English - Fluent | Russian - Conversational