



AHMED SIMARY

Senior Account & Events Manager

Commercial Strategy • RFP Management • Strategic Partnerships • Government Relations
Mega Event Leadership

EXECUTIVE SUMMARY

Commercially driven Senior Account & Events Manager with 13+ years of international experience leading strategic accounts, developing winning RFPs, managing executive stakeholders, and delivering complex government, corporate, and mega event projects across the UAE, Saudi Arabia, Oman, and Egypt. Managed projects exceeding AED 50M and delivered experiences attended by more than one million participants.

KEY ACHIEVEMENTS

- Delivered Dubai's flagship New Year celebration (Emaar) for 1M+ attendees, zero critical incidents, 100% on-time broadcast readiness.
- Led VIP operations at COP28 (Ethara) for 300+ guests to international protocol standards.
- Managed 200+ VIP movements and 50+ official ceremonies at the Open Masters Games, Abu Dhabi.
- Managed UAE National Day celebrations and the Abrahamic Family House events calendar.
- Directed 300+ staff and 100+ suppliers on budgets to AED 20M+ with ~10% supplier savings.

PROFESSIONAL EXPERIENCE

Key Account Manager

Mar 2026 – Present

Modernist Group · Full-time | Dubai, UAE — EMEA

- Manage strategic technology accounts including HP, Intel, and Microsoft across the UAE & GCC.
- Lead client relationships, commercial growth, marketing, retail branding, and event activations.
- Drove 25% portfolio expansion in the first quarter; budgets exceeding AED 5M.

Senior Project Manager

Nov 2025 – Mar 2026

Avantgarde Group · Freelance | Dubai, UAE

- Led high profile government, corporate, and cultural events across the UAE and GCC.
- Delivered AED 20M+ programmes with ~10% supplier cost savings, concept to execution.

Senior Account Manager

Aug 2025 – Oct 2025

Entourage Marketing & Events · Contract | Dammam, Saudi Arabia

- Led the Aramco and Ithra accounts major government and corporate events across KSA.
- Owned end to end delivery: strategy, creative, execution, budgets, and reporting.

CONTACT

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CORE COMPETENCIES

- Key Account Management
- RFP & Tender Management
- Commercial Strategy
- Government & VIP Protocol
- Mega Event Delivery
- Budget & P&L Control
- Supplier Strategy & Procurement
- Risk & Crisis Management
- Cross-functional Leadership
- Stakeholder Management

LANGUAGES

- Arabic — Native
- English — Fluent

SYSTEMS & TOOLS

- MS Project · Primavera P6
- Salesforce · Zoho · Power BI
- Monday.com · Asana · SAP
- AutoCAD · Vectorworks
- ChatGPT · Claude · Copilot

EDUCATION

Bachelor of Business Administration

Cairo University
2009 – 2013 · GPA 3.8 / 4.0

CERTIFICATIONS

- Digital Event Strategist (DES)
- Microsoft Certified
- ICDL

SIGNATURE PROJECTS

- COP28 UAE — Blue Zone
- Dubai New Year's Eve 2026
- Open Masters Games
- UAE National Day
- Abrahamic Family House
- Aramco & Ithra Programmes
- Hatta Winter Festival
- HP Middle East & Africa

SELECTED CLIENTS

- HP · Microsoft · Intel
- Aramco · Emaar · ADNOC
- Expo 2020 · Formula 1
- UNESCO · DCT Abu Dhabi
- Majid Al Futtaim · GITEX

REGULATORY & PROTOCOL

- DTCM · RTA · AD Protocols
- UN / International Protocol
- Sustainability Compliance

Professional Experience

Project Manager

Jan 2025 – Jul 2025

Balich Wonder Studio · Freelance | Abu Dhabi, UAE

- Led operations and production for government events and cultural activations in KSA & UAE.
- Managed overlays, AV, fabrication, and suppliers across build, live, and derig phases.

Event Manager

Nov 2024 – Jan 2025

Viola Communications · Freelance | Abu Dhabi, UAE

- Managed UAE National Day celebrations to full government protocol standards.
- Managed the Abrahamic Family House monthly events calendar, incl. Christmas activations.

Events & Exhibition Manager

May 2024 – Oct 2024

Birba · Freelance | Muscat, Oman

- Directed logistics and branding for GCC-wide exhibitions.
- Reduced costs by 15% through strategic vendor partnerships at full service quality.

Event Operations Manager

Dec 2023 – Feb 2024

Alsayegh · Freelance | Dubai, UAE

- Led operations and production for government events and cultural activations.
- Handled DTCM permits, RTA coordination, and Abu Dhabi protocol requirements.

Event Manager — COP28

Oct 2023 – Dec 2023

Ethara · Contract | Dubai, UAE

- Oversaw VIP operations and event execution during COP28 for 300+ guests and stakeholders.
- Managed sustainability compliance, logistics, and supplier coordination to UN standards.

Senior Event Manager

Feb 2021 – Oct 2023

Caduceus Lane · Full-time | Dubai, UAE — UAE & KSA

- Delivered 40+ corporate and healthcare events annually, on time and on budget.
- Oversaw logistics and budget control across UAE and KSA; 80% repeat-business rate.

Senior Account Manager

Jan 2019 – Jan 2021

Volaris LLC · Full-time | Dubai, UAE

- Led high end corporate and government events with budgets up to AED 8M.
- Grew the client portfolio by 30%; managed cross functional teams of 50+ staff and vendors.

Senior Project Manager

Jun 2015 – Dec 2018

Event Republic | Egypt & GCC

- Directed regional activations with budgets to AED 10M; 15% vendor cost efficiencies.

PR & Event Manager

Jun 2013 – Jun 2015

Egypt Event | Egypt

- Managed high profile events and PR strategy; grew attendance and media reach by 40%+.