

RICHARD JACOB

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OBJECTIVE

Creating business growth through innovative Media, marketing, and advertising strategies, Projects management, Events & operations.

SUMMARY

Key Skills

- * Project Management * Operational Excellence *Event Management * Vendor & Supplier Management.
- * Financial Management * Team Leadership * Operations Management Events & Exhibitions.
- * Team Development & Mgmt. * FOH Policy * Protocol procedures * H&S - Security Mgmt.
- * Microsoft Project and Microsoft Office Suite. Asana.
- * Media Planning and Buying * Innovative Media * Marketing * Digital Marketing * Business Development * Business consultant.

LANGUAGES: Arabic: Native English: Proficient French: Advanced Russian: Basic

EXPERIENCE

ETHARA Dubai, Dubai, United Arab Emirates (September 2023 – Present)

Senior Events Operations Manager – Project Head.

- * Led and managed a team of event operations professionals, ensuring successful event execution from conception to completion.
- * Oversaw all logistical aspects of events, including venue procurement, staffing, budget management, and adherence to regulations.
- * Developed and implemented operational plans, encompassing staffing requirements, logistics, risk assessments, health and safety protocols, and contingency measures.
- * Collaborated with internal and external stakeholders to deliver seamless and efficient event operations.
- * Championed client satisfaction by ensuring all events met or exceeded expectations.
- * Led planning, coordination, and execution of events and branding projects from concept to completion
- * Developed project timelines, budgets, and resource allocation plans to ensure successful delivery
- * Established and implemented standardized processes to streamline workflows and improve efficiency
- * Identified areas for process improvement and implemented solutions to optimize performance
- * Sourced and negotiated contracts with vendors to secure project resources
- * Maintained relationships with vendors to ensure quality standards and timely delivery
- * Developed and managed project budgets, ensuring adherence to financial guidelines
- * Monitored project expenses, tracked costs, and reconciled invoices for accurate budget management

* Provided leadership, guidance, and mentorship to the operations team

* Delegated tasks effectively, monitored performance, and provided feedback to ensure high-quality work.

Expo 2020 Dubai October 2021 – October 2022.

Operations Manager / Team Leader. Dubai, UAE

As Operations Manager, I coordinate three teams of total 97 employees, ensuring all operation processes are adhered to and delivered to the utmost standard quality and services, as set by the management and to exceed what required.

•Operational Responsibilities

Responsible for overall oversight across three teams

Team A manages visitors' entry/exit into the site, manages drivers, manages the VAPPS, security & safety radios, manages debriefing of pick, and drop locations, manages security & safety screening with Dubai Police.

Team B manages all CM, countries managers coordinating all the legal requirements and/or operational needs between the international participants and Expo Bureau, including's all Media relations, Events organization productions, setup, and executions.

- Team C manages all our IP coordinators, a total of 97 who are allocated in all supported pavilions.
- Problem-solve situations as and when identified or escalate to Senior Team Member on duty.
- Facilitate overall Guest Management and interface with delegations.
- Manage teams' rosters and timings.
- Maintain a line of communication with the line manager.
- Ensure smooth operations of the Expo and timely services.
- Ensure compliance with all safety regulations and Expo 2020 policies.
- Ensure emergency and incident procedures are carried out safely and proficiently.
- Perform other duties as assigned or any other duties as may be reasonably requested by my Line

Al Othaim Group Entertainment & Leisure

July2018 – August2021(Xtreme Land Mall of Qatar) Qatar Operations Manager

•Led the Family Entertainment Centre (FEC) and managed, planned, directed, and controlled all aspects of the Entertainment Park and worked on the operations developments within the region.

- Managed day-to-day overall operations.

- Controlled special work assignments for completion as planned.
 - Monitored daily purchases and operational needs.
- Recommended operational improvements and changes.
- Reduced operational expenses and achieved financial targets as planned.
 - Ensured Health & Safety policy and procedures, including related emergency, evacuation routes, and procedures of the site.
 - Initiated new sources of business.
 - Looked for potential new clients and maintained an excellent relationship with existing clients.
 - Always implemented an excellent Quality Policy.
 - Controlled all the departments in terms of revenue and expenses.
 - Approved the purchase of assets when needed.
 - Approved the yearly budget for the company.
 - Conducted an operational meeting with the team.
 - Led by example, motivated colleagues to use their maximum productivity level.
 - Managed employee's rotation program on a periodic basis.
 - Initiated and monitored training for upgrading employee's skills in collaboration with HR Dept.
 - Handled the team performance review in collaboration with the HR Dept.

JustPlay Sports Academy LLC Dubai – UAE.

February 2016 – April 2018 - Operations & Business Development

Specialized in Sports Events, Activation & Marketing) Business Development & Operation Manager

- Managed day-to-day business development. Devised strategies for driving sales growth across the business. Analyzed existing approaches to development.
- Acted as a key contact for large customer accounts. Formed strategic partnerships with other companies to leverage their existing networks. Set achievable revenue targets for the business development managers.
- Negotiated sales contracts with customers and ensured their profitability, worked with the marketing team to devise marketing materials and tools to support new business.
- Monitored customer satisfaction with existing clients to ensure service delivery.

AL YAUM MEDIA HOUSE, KSA • 2013 – 2016

Western Region Sales Director

Responsible for the development and performance of all sales activities in the assigned market, including staffing and directing sales teams to achieve maximum profitability and growth in line with company vision and values.

- Developed a business plan and sales strategy for the market that successfully achieved company sales goals and increased profitability, closing a sales target of 37,000,000 SR during the first year followed by a 10 to 15% increase each following year.
- Prepared action plans for individuals as well as teams for effective search and follow-up on sales leads and prospects.
- Initiated and coordinated the development of action plans to penetrate new markets.
- Managed the development and implementation of marketing plans as needed.
- Managed account executives on a day-to-day basis, ensuring all meet and exceed in prospecting calls, appointments, presentations, and proposals.
- Conducted regular coaching and counselling training to account executives building motivation and selling skills.
- Maintained good contact with all clients in the market area, ensuring high levels of client satisfaction.

THE REZIDOR HOTEL GROUP "RADISSON BLU" KSA • 2010 – 2012

Cluster Marketing Communications Director

Achieved strategic business objectives through the implementation of integrated marketing campaigns on time and within budget, and to a consistently high quality.

- Created strategies for client retention as well as new business development through the implementation of integrated marketing campaigns, focusing on online and offline activities and using a range of marketing tactics including events, online, print activities, PR, and communications.
- Developed, managed, and motivated the communications team responsible for producing marketing communications collateral, product launches, internal events, and exhibitions.
- Devised and implemented marketing timelines and budgets.
- Utilized market research to inform and influence campaign development, evaluated the work of the copywriters, designers, and printers against the brief, ensuring that all marketing communications, including on and offline, adhere to the data protection legislations.

PICASSO MEDIA GULF W.L.L, BAHRAIN • 2006 – 2010

Marketing Communications Director/ Business Development & Founder

Managed all day-to-day business and financial operations, acted as the authorized signatory of the company. Created business development strategies and implemented short and long-range organizational goals, objectives, policies, and

operating procedures: monitored and evaluated operational effectiveness, and implemented changes required for improvement. Oversaw human resource management in relation to hiring, personnel performance, training, work allocation and problem resolution; motivated employees to achieve peak productivity and performance.

- Founding member of the company. Took charge of the business development and grew customers' base by 150%in the first fiscal year.
- Represented the organization at high level business meetings, exploring key partnerships, facilitated growth and increased profitability.
- Achieved 100%of return on capital investment in the first fiscal year of operation.
- Introduced new media format unavailable previously on the market. Managed all media purchasing and selling/media. planning (outdoor, indoor & ambient).
- Developed Web 2.0 media strategies that align with current market trends and respond to changes in consumers' behavior.

Picasso Production a division of Picasso Media Gulf

Founder and Events concept creator.

- Brought number of international acts, live concerts to the Kingdom of Bahrain, negotiating contracts and terms with artists.
- Exhibitions organization, corporate events.
- Concept creation, Designing, Production, Operation, Executions, Project leader.

POSTER MANAGEMENT LIMITED MIDDLE EAST (PML ME), BAHRAIN • Division of FP7.

2000– 2005. Specializing in Outdoor Media, Advertising and Media Booking

Business Development Manager

Solely directed all company activities in Bahrain related to the business development, operations, finance, and human resources. Acted on behalf of the main office in Ireland representing the company in the Middle East. Established the company presence and created opportunities for business growth in out-of-the-home media and advertising in Bahrain.

- Secured 690,000 USD (260,000 BHD) by negotiating 8 new client retainer contracts in the first year as general manager.
- Created and developed campaign management and monitoring portal for clients which directly impacted client's satisfaction leading to 7 new contracts.
- Expanded the media offerings to include out-of-the box channels previously unavailable on the market.

EDUCATION

LEBANESE AMERICAN INSTITUTE Byblos, Lebanon Bachelor of Science, 1987-1988

Major: Computer SCIENCE MINOR: ENGLISH GRADUATE with high honors LEBANESE UNIVERSITY (MINISTRY OF EDUCATION)
Beirut, Lebanon Bachelor of Science, 1984-1986

Major: Mathematics. Minor: English

I Graduated with high honors COLLEGE DES FRÈRES Tripoli, Lebanon

Secondary certificate general, 1974-1983.

AWARDS AND ACKNOWLEDGEMENTS

- Expo 2020 Dubai medallion.
- Granted by H.H. Sheikh Mohammed bin Rashed Al Maktoum, Ruler of Dubai.
- Granted in appreciation of my distinguished efforts, services, and achievements in managing and organizing Expo 2020.
- Acknowledge Letter from Dubai Sports council and one letter from Expo 2020.
- References (available on request).