



# Fadi Alain El Halabi

Nationality: Lebanese

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## Websites and Social Links

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## Summary

Results-driven commercial and marketing leader with extensive experience across event management & entertainment, business development, sponsorship, and integrated marketing strategies. Proven track record in driving revenue growth, leading high-performing teams, managing complex stakeholder relationships, and delivering large-scale projects across the Middle East. Known for strategic thinking, commercial negotiation, and building sustainable partnerships with government and private sector entities.

## Experience

### **Consultancy Contract - Chief Commercial Officer/Chief Marketing Officer (CCO/CMO), HEIGHTS Event Management, Al Olaya, Riyadh, KSA**

Jun 2025 – Jan 2026

1. Planned/executed end-to-end commercial and marketing strategy.
2. Integrating brand positioning, go-to-market execution, revenue growth, and partnership monetization across government and private-sector portfolios.
3. Led full corporate rebranding including brand identity, guidelines, website redevelopment, and marketing asset standardization to strengthen institutional credibility and premium market positioning.
4. Directed marketing communications strategy across digital platforms, social media, content development, PR coordination, and campaign performance management.
5. Built scalable sales and marketing operating models, pipeline governance, CRM workflows, and performance dashboards to improve conversion visibility and execution discipline.
6. Structured sponsorship frameworks, partnership propositions, and new IP concepts aligned with long-term asset monetization and market expansion objectives.
7. Owned partnerships, sponsorships, business development, marketing, commercial growth, and opportunity development functions across the organization.
8. Part of the team that planned and executed the International Coffee & Chocolate Exhibition in addition to the Tea & Snack Expo in Riyadh.
9. Developed and executed integrated sales action plans, revenue pipelines, and growth initiatives across multiple government portals and institutional clients.
10. Monetized and optimized company assets to drive commercial performance, utilization

efficiency, and long-term value creation.

11. Led cross-functional coordination across concept development, event planning and execution, partnerships, activations, reporting, and stakeholder governance.
12. Rebuilt organizational structures across commercial and marketing functions to improve accountability, scalability, and cross-functional collaboration.
13. Managed marketing budgets, agency partnerships, vendor performance, and ROI accountability while supporting multi-million SAR commercial growth targets.
14. Built and maintained senior client portfolios across public sector, semi-government, and private sector entities, strengthening long-term institutional relationships.
15. Led RFP pitches and acquisition of event management projects, exhibitions, conferences, and strategic mandates across multi-government platforms and portals.

### **Head of Sales/Commercial – Business Development / Partnerships/ Sponsorships/ Strategy, Flash Entertainment/ Ethara Senior Partnership, Abu Dhabi, UAE**

Jan 2019 — Jun 2025

1. Part of the team that planned and executed mega events in the entertainment industry such as, F1 Abu Dhabi Grand Prix, Yasalam After F1 Race Concerts, UFC, Abu Dhabi Classics, Asian Football Cup, NBA, Tri Yas Triathlon festival, Mubadala World Tennis Championship, Super Cross, UAE Pro League annual stadium activation, Zayed Sports City Ramadan tournaments, Abu Dhabi gaming for e-gaming tournament and won the SPIA awards for the best e-gaming tournament 2022, In addition to Mega concerts at the Etihad Arena & Etihad Park.
2. Secured sponsorships for Flash & Ethara events.
3. Managing & executing contractual partnership obligations within events, such as branding, activations, social media content, VIP Guest Lounges, Artists meet & greet.
4. Creating & maintaining a rich portfolio of Clientele in addition to maintaining relations across direct clients & Media Agencies.
5. Responsible for monetizing & utilizing all assets associated with Flash concerts & sports events, in addition to creating activation concepts and later implementing them.
6. Integrating Digital solutions for clients through Flash Entertainment platform/app across partners.
7. Setting commercial strategy for market integration and identifying potential revenue streams for Flash/Ethara Entertainment & any client that appoints Flash as their agency.
8. Venue Naming Rights Partners: identifying & pitching venue Naming Rights Partners such as securing Etihad Airways as Etihad Park & Yas Bay Arena naming right partner.
9. Identifying and acquiring new potential business/ IPs to Flash's Portfolio. Partnering with potential Governmental and Private Entities.
10. Creating strategies for acquiring shares and partnerships within new markets. Supporting Marketing department with strategies and strategic partnerships to help gain more exposure & awareness.
11. Aligning with Projects & Operations team.

## **Freelancer / Business development & Media Campaigns, UAE Media Square ( Egypt), Dubai, UAE**

Jan 2018 — Dec 2019

1. Business development, and creating digital media strategies and plans, and production of the proposed campaigns; Projects worked on include:
2. Crystal Oil: Digital Media campaign on 3ayezakol.com (2.8M unique users/ 30M impression/ Month). Production of 10 Videos (Recipes)
3. Coca Cola's Campaign for World Cup 2018 supporting the Egyptian National Team. Production of 20 Videos uploaded on Kora11.com (2.6 Unique Users/Page views over achieving target of 30Million)
4. Danone's and Orange Operator Promocode Campaign: Digital Campaign execution. Codes within Danone cups for winning free minutes from Orange operator. Creanim's Production (Morocco)
5. Sales and Business development for production opportunities of events.
6. Planning and managing the production of these events. Projects Include: Horse show for LIVEHD Abu Dhabi
7. Efficacy Service project: A contending video to get a communication agency to win a project with a major local bank. (Production of a 15 min presentation video)
8. Matin Premiere project: initiated negotiation for production of all the digital content for a very well-known French Media (website/Newspaper)
9. EAC boulevard project: Event coverage for the biggest musical show in Casablanca.

## **Regional Director of Revenue & Business Development (MENA), Digital Media & Production/ ALTV/ALCHEMY MEDIA FZ LLC, Dubai, UAE**

Jan 2016 — Dec 2018

1. Created and implemented the regional MENA & Africa strategy for the Digital Platform [www.altv.com](http://www.altv.com) (Dubai /Egypt /Lebanon /Morocco /Jordan /Turkey)
2. Created pitch decks of the Digital Platform, to approach potential partners & sponsors.
3. Developed partnerships in MENA region for linear & digital production, and other revenue generating opportunities.
4. Created & developed marketing & social media strategies, and MENA wide events, to engage with target audience and drive traffic to our platform.
5. Developed a revenue model through digital production & advertising services. Established company branches in Dubai, Egypt, Morocco, Jordan, UAE and KSA. Recruited and managed local teams for marketing, business development, production & community managers across the MENA region.
6. Approached media agencies to present the Digital platform & participate in the bidding process for creating content for Brands.
7. Developed the Media Kit for the Digital Platform.

## **Regional Marketing & Sales Manager (MEA), Media & Broadcasting/ FOR-A Middle East, Dubai, UAE**

Jan 2014 — Dec 2016

1. First to introduce and close sales of the 4K Super Slow-Motion Cameras in MEA region.
2. Introducing and marketing products through events, presentations & comparative demos to TV stations, production houses, system integrators and end users across MEA region Developing strategic sales and marketing plans targeting specific market segments.
3. Client relationship management across the region and keeping clients updated on latest products and promotions.
4. Recruited new system integrators for new markets & provided them with competitive marketing and sales processes and plans.
5. Ensure presence in relevant events (e.g. Cabsat, NAB and IBC), through product booths.

**Director of Sales & Marketing (MEA), Media & Production/ Media Mania FZ-LLC, Abu Dhabi, UAE**

Jan 2012 — Dec 2014

1. Developing strategic Sales & Business Development plans Executing marketing campaigns, promotions & events based on the company objectives.
2. Generating revenue by working closely with the Sales team, through developing business opportunities and bidding on projects for production & post-production jobs, corporate videos, filming series, commercials, movies, and documentaries for firms.
3. Sales of collaterals include corporate videos, concepts, Holograms, commercials, series, cartoon animation programs/commercials, and documentaries for government & private sectors.

**Sales & Marketing Manager (ME), Media & Production /Twofour54, Abu Dhabi, UAE**

Jan 2010 — Dec 2012

1. Building & implementing marketing & partnership strategies around the region. Overseeing sales and marketing department & managing the operation teams.
2. Preparing annual sales forecast and reporting on updates & revisions on the plan Sourcing and capitalizing on new market opportunities.
3. Reviewing product performance in the market, defining gaps and addressing them.
4. Sales of production & post-production services such as corporate videos, filming series, commercials, movies, and documentaries.
5. Organizing seminars to promote new products and engage with client.

**Media Sales & Marketing Manager (ME), Choueiri Group, Middle East Media Services, Dubai, UAE**

Jan 2007 — Dec 2010

1. Marketing the content & production of all the TV Stations under Dubai Media.
2. Incorporate Handling Ad Sales & key operation areas of TV stations, magazines, newspapers including development of strategies, program selections, assets, grids, rate cards, and ratings.
3. Providing consultation for media planners/buyers in addition to local & international clients regarding their campaigns and branding opportunities within ATL and BTL tools.
4. Develop sales & revenue forecasts of media platforms with regional sales & managing

director.

5. Come up with ideas (through market research) transformed into programs that would attract target audience and sponsors (e.g. Najm El Khaleej music program). Carry out demographic research & data analysis to measure programs' viewership and success.

### **Regional Sales & Marketing Coordinator, Itsalat International (i2), Dubai, UAE**

Jan 2006 — Dec 2007

1. Set & implement the sales & marketing plans for different territories i2 operates in. Relationship management of primary resellers and their portfolios.
2. Market research & ongoing competitor analysis.
3. Worked closely with merchandise departments on in-store ad space and develop special/exclusive offers/products.
4. Developed in-store promotional themes and events around product launches.

### **Media Sales & Marketing Manager (ME & Asia), Asian Football Confederation (AFC)/ World Sports Group, Beirut, Lebanon**

Jan 2003 — Dec 2006

1. Media broadcast & sales of sponsorships opportunities for sports events (around the Gulf, Middle East & Asia).
2. Managed partnerships, in addition to execution of branding & activations.
3. Responsible for all ATL/BTL advertising and marketing rights within the event.
4. Selected as area representative from ME to join the global team in order to plan, manage and execute the FIFA Youth Football World Cup 2004 in Japan.
5. Part of the team that planned and executed the 16<sup>th</sup> Arabian Gulf Cup in Kuwait 2003.

## **Education**

Doctor of Business Administration (DBA) - Swiss Business School

December 2022 — October 2025

Master of Applied Business Research, Swiss Business School

April 2022 — December 2023

Master's in business administration, American University of Science & Technology (AUST)

2010

Bachelor of Business Administration in Marketing, Hariri Canadian University (HCU)

2002

Fitness Degree, International Sports Sciences Association (ISSA)

## **Skills**

Business Development

Sales & Revenue Strategies & Executions

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Marketing Strategies & Campaigns

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Product Positioning & Branding

MAC Computers & CRM

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Internet and E-mail applications

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**Languages**

English

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French

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**References**

Reference available upon request

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Team Leadership

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Corporate Comms/Public Relations

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MS Office (Word, Excel, PowerPoint, Access & outlook Express)

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Arabic

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