

FERASS AL TUBI

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Languages: Arabic (Native), English (Fluent), French (Fluent)

EXECUTIVE PROFILE

Cultural Management executive and strategic consultant specializing in the institutionalization and acceleration of the Creative Economy within the GCC. Over a decade of experience driving policy, strategic growth, and cross-border cultural diplomacy across high-profile government and national institutions (TOADA Consulting, Royal Opera House Muscat, Institut Français). Proven expertise in leveraging arts and culture to deliver measurable economic growth and strengthen international exchange, directly supporting national mandates and Vision 2030 objectives.

CORE COMPETENCIES

Cultural Strategy & Policy (KSA Focus)	Institutional Readiness & PMO Delivery	Strategic Program P&L Management
Creative Economy Acceleration	International Cultural Diplomacy	Stakeholder & Partnership Management
Cross-Cultural Content Integrity	Strategic Communications & Outreach	Executive Reporting & Analysis

PROFESSIONAL EXPERIENCE

CONSULTANT (Creative Economy & Strategic Initiatives)

TOADA Consulting, Riyadh, Saudi Arabia | August 2025 – Present

- Spearhead high-level strategic advisory and consultation services focused on accelerating the Kingdom's creative economy and cultural sector transformation, ensuring alignment with national mandates.
- Direct the development and implementation of robust Program Management Office (PMO) structures and provide turnkey operational solutions for flagship national cultural initiatives.
- Serve as Subject Matter Expert (SME) on the KSA cultural ecosystem and regulatory environment, facilitating high-value commercial matchmaking and accelerating international partnership strategies for clients.
- Translate high-level cultural policy goals into sustainable, scalable operational frameworks, directly contributing to institutional readiness across the creative sector.

CULTURAL PROGRAMS & EDUCATION MANAGER

Bait Al Zubair Foundation, Muscat, Oman | September 2024 – August 2025

- Managed the strategic direction and P&L for the Culture & Learning department, enhancing the utilization and promotion of the Foundation's collections and resources.
- Designed and oversaw the delivery of high-impact educational and interactive learning programs tailored for diverse audience demographics (children, families, special interest groups).
- Initiated and secured cross-sector corporate and institutional partnerships to develop and fund innovative cultural engagement and learning initiatives.
- Instituted formal evaluation protocols to assess program effectiveness, providing data-driven insights to inform departmental strategy and continuous improvement.

HEAD OF EDUCATION (6+ Years)

Royal Opera House Muscat (ROHM), Oman | May 2018 – September 2024

- Directed the Education division, controlling departmental strategy, multi-million dollar budgets, and contract administration to ensure all cultural and community programs drove ROHM's long-term mission and growth objectives.
- Coordinated content analysis and cross-cultural understanding protocols between ROHM and international host art companies, guaranteeing artistic integrity and overseeing subsequent subtitling logistics.
- Oversaw the strategic talent pipeline development, managing all educational programs involving the training of local extras and choir for special productions prior to the launch of the ROHM season.
- Collaborated directly with the marketing team to align communication strategies with program content, successfully enhancing audience engagement across diverse segments.

MEMBER OF YOUTH LABORATORY (Policy & Research)

Oman Cultural National Strategy 2021-2040, Ministry of Culture Sport and Youth | September 2021 – March 2024

- Played a key role in the foundational Cultural and Creative Industries (CCIs) Mapping Project, the first national initiative to systematically introduce and measure the creative sector using international methodologies.
- Executed data collection and comprehensive sector analysis to inform national legislation and institutional service enhancement, boosting the Ministry's Directorate General for Arts.

CHARGÉ DE MISSION FOR CULTURAL PROGRAMS (Diplomacy & Arts)

Institut Français, French Ministry of Europe and Foreign Affairs, Paris-Marrakech, France-Morocco | September 2016 – April 2018

- Served as a Cultural Diplomat, advancing French-Moroccan artistic cooperation, curating exhibitions, and facilitating collaborations with key artistic actors.
- Developed a proprietary artist database and authored high-level diplomatic reports on Cultural and Creative Industries (CCIs) in the Grand Maghreb region, directly informing high-level policy formulation.
- Directed and reconciled annual program budgets and short-term strategic planning for all culture-related activities and equipment.

EDUCATION & FELLOWSHIPS

Fellowship, Crossculture Programme *Institut für Auslandsbeziehungen (IFA), Stuttgart, Germany Sponsored by Federal Ministry for Foreign Affairs – Germany (2021–2022)*

International Cultural Festival & Event Management (Executive Certificate) *Edinburgh Napier University (Online) (2022) Sponsored by Ministry of Culture, Sports and Youth*

Cultural Management, MBA (French National Professional Certification - RNCP) *Groupe École EAC Paris, France (2013–2015) Scholarship by Ministry of Higher Education*

Cultural Mediation, Bachelor of Arts *Higher Institute of Dramatic Art and Cultural Animation, Rabat, Morocco (2009–2013) Scholarship by Ministry of Higher Education*