



MOHAMMAD HAMMAD

SENIOR PROJECT MANAGER | LIVE EVENTS & EXPERIENCES

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Based in the UAE | Available for Dubai and Abu Dhabi roles

PROFESSIONAL PROFILE

UAE-based live events and experiential professional with 8+ years of experience, including more than five years in the UAE events industry. Leads projects from brief, concept and commercial proposal through budgeting, production, live delivery and post-event reporting. Experienced across conferences, corporate events, exhibitions, esports tournaments, awards, festivals and branded activations in the UAE, KSA, Qatar, Egypt and Jordan. Combines strong client leadership with disciplined financial control developed through earlier audit experience at PwC.

PROFESSIONAL EXPERIENCE

Project Coach - Live Events & Business Development

Feb 2026 - Present

MCI Middle East | Dubai, United Arab Emirates

- Manage the development of event, conference, exhibition and experiential projects for government, healthcare, technology and corporate clients across the UAE and wider region.
- Translate client briefs and RFPs into practical scopes, project plans, timelines, responsibilities, budgets and creative or technical workstreams.
- Lead client communication and coordinate creative, production, AV, digital, venue, hospitality and operations partners from proposal stage through delivery planning.
- Prepare commercial proposals, quotations, tender submissions, presentation decks, clarification documents and handover packs for senior client stakeholders.
- Run internal kick-offs, supplier briefings, site inspections and technical discussions, tracking risks, dependencies, decisions and approvals.
- Support business development and process improvement by qualifying opportunities, shaping workable solutions and strengthening project visibility and coordination.

Live Events & Experiential Manager

Apr 2021 - Jan 2026

GGTech Entertainment | Dubai, United Arab Emirates

- Planned and delivered live events, conferences, esports tournaments, festivals and brand experiences across MENA, owning the critical path from initial concept to post-event debrief.
- Directed event-day operations including venue build, registration, run of show, guest flow, stage management, sponsor areas and on-site communications.
- Built detailed project plans, production schedules, budgets, procurement trackers, run sheets and briefing packs for internal teams, clients, speakers, talent and suppliers.
- Managed venue sourcing, site visits and technical walk-throughs, documenting requirements for staging, AV, broadcast, hospitality, branding and audience experience.
- Led cross-functional delivery with production, creative, content, marketing, sales, hospitality and finance teams across the UAE, KSA, Qatar and Egypt.
- Managed project budgets, purchase orders, vendor quotations, invoices and reconciliations while negotiating rates and protecting project margin.
- Owned sponsor and stakeholder servicing, integrating branding, hospitality, stage time, content, creator activity and measurable partnership benefits.

EARLIER EXPERIENCE

Event Director - Freelance

Dec 2018 - May 2021

Riot Games | Dubai, United Arab Emirates

- Supported Riot Games regional competitive events, aligning local delivery teams with global brand, production and quality requirements.
- Coordinated client, production, operations, casters and talent to keep schedules, content and live delivery on track.
- Managed sensitive communication during schedule changes and operational issues while protecting the client relationship and event experience.

Auditor

Sep 2018 - May 2021

PwC Middle East | Amman, Jordan

- Prepared and reviewed financial statements under IFRS and tested key areas including cash, revenue, expenses and payables.
- Supported PwC teams in the UAE, KSA and Qatar with audits, controls testing and compliance reviews.
- Developed strong financial analysis, risk and reconciliation skills now applied to event budgeting, procurement and vendor management.

Accountant

Feb 2017 - Apr 2018

Al-Qamar Tri | Amman, Jordan

- Managed accounts payable and receivable, invoicing, cash reconciliations, supplier payments and management reporting.

CORE EXPERTISE

PROJECT DELIVERY	CLIENT & COMMERCIAL	LIVE OPERATIONS
Project plans and critical paths Budgeting and cost control RFPs, proposals and presentations Risk, change and issue tracking	Senior stakeholder management Supplier sourcing and negotiation Scope and quotation development Sponsorship and partnerships	Production and AV coordination Run of show and stage management Guest journey and VIP experience Registration and venue operations

EDUCATION, CERTIFICATIONS & LANGUAGES

EDUCATION	CERTIFICATIONS	LANGUAGES
Bachelor's Degree in Accounting Yarmouk University, 2017	PMP certification in progress Lean Six Sigma Black Belt and Green Belt Alteryx Designer Core Power BI, Excel and data literacy training	Arabic - Native English - Advanced proficiency