

PROFILE



CONTACT

PHONE:
+966558556248

EMAIL:
mohannadsharfi@gmail.com

Visa Status:
Transferable

Ready to join

Certifications

- 🎯 Project Management Professional (PMP)
- 🎯 Certified Management Consultant (CMC)
- 🎯 IELTS Certified

MOHANNAD HUSSEIN

SENIOR EVENTS MANAGER | PMP CERTIFIED | UNESCO FACILITATOR

R i y a d h , K S A

Professional Summary

Senior Events Manager with over 15 years of international experience in managing large-scale events, cultural festivals, and VIP protocols. Certified PMP with a track record of delivering \$50M+ projects across government, entertainment, and corporate sectors. Expert in turning creative visions into immersive public experiences while ensuring operational excellence, compliance, and stakeholder satisfaction.

Core Competencies

- ✓ End-to-End Event and Festivals Management
- ✓ Cross-Cultural Team Leadership (20+ nationalities)
- ✓ Concepts and Budget Management (\$500K – \$50M)
- ✓ Artists, Performances relations & VIP Protocols
- ✓ IP/Brand Activation & Licensing
- ✓ Government & Sponsor and Partnership Relations

Education

- 🎓 MBA, Bangalore University – India | 2002
- 🎓 B.Sc. in Computer Science, Bangalore University – India | 2000
- 🎓 Diploma in PMO (Events), Abu Dhabi School of Management (ADSM)

Professional Experience

Star World Events & Entertainment | Riyadh, Saudi Arabia | Aug 2021 – Present

Position: Senior Event Manager

- Developed creative concepts, storylines, and audience-centric experiences.
- Managed full event life cycles from planning to execution across zones, stages, parades, and pavilions.
- Oversaw IP-branded activations and ensured quality, licensing compliance, and guest engagement.
- Managed budgets (\$500K–\$50M), procurement, contracts, and financial reporting.
- Supervised production crews, vendors, and 20+ multicultural staff.

Key Projects:

- Riyadh Season 2022–2023: Directed over 12 community events at Al-Suwaidi Park, attracting 300K+ visitors.
- Managed 15+ international pavilions (Japan, Korea, India).
- Jeddah Season 2022–2025: Led 30+ cultural activations at City Walk & Historic Jeddah (Al-Balad).
- Winter Wonderland – Jeddah Calendar 2024: Coordinated performances and logistics for international acts.

The Cultural Village Foundation – Katara | Doha, Qatar | Jun 2016 – Jul 2021

Position: Event Project Manager

- Delivered 120+ cultural programs with a 40% increase in yearly visitor engagement.
- Managed budgeting, production, procurement, and sponsor coordination.
- Supervised multilingual teams and ensured seamless execution of high-capacity events.
- Led branded experiences, community programs, and diplomatic collaborations.

Abu Dhabi Minisibility – UAE | 2010 – 2016

Position: Corporate Event Planner

- Managed full-cycle event planning: concept, budget, production, execution.
- Coordinated with senior officials, sponsors, and external agencies.
- Handled AV, F&B, staging, and transportation logistics.
- Designed branded experiences with interactive elements and live acts.
- Analyzed post-event KPIs, ROI, and audience feedback.

Abu Dhabi Minisibility – UAE | 2004 – 2010

Position: Admin – Project Management

- Assisted in planning real estate and investment projects.
- Monitored execution progress, risks, and deliverables.
- Acted as a liaison between internal and external stakeholders.
- Managed alignment with timelines, objectives, and regulatory compliance.

Technical & Interpersonal Skills

- 🎯 Events Project Manager
- 🎯 Venue Management & Production and Operation
- 🎯 Artists & Performance Management
- 🎯 IP Licensing & Activation
- 🎯 Budgeting & Procurement
- 🎯 CRM & Client Relations
- 🎯 Stakeholder Communication
- 🎯 Branding & Experience Design
- 🎯 Multilingual Team Coordination

