



Expo 2020 Dubai Team Members



إكسبو 2020 EXPO 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES



Manal AlBayat

Senior Vice President, Business Development and Integration,
Expo 2020 Dubai

Manal AlBayat's responsibilities at Expo 2020 Dubai include developing outreach programmes and collaborative platforms for local, regional, and international businesses, including SMEs, that will not only facilitate their integration into the Expo supply chain, but also drive global business connectivity and long-term growth.

Prior to joining Expo 2020 Dubai, Manal founded HEADSTART, a strategy and human capital consultancy, where she advised corporates on matters including reputational positioning, stakeholder engagement, and human capital policies and processes.

Before founding HEADSTART, Manal was Group CEO at Falcon and Associates, where she worked with the public and private sector to enhance Dubai's positioning on the world stage. At Falcon, Manal also led the marketing and communications efforts for the UAE's successful bid for Expo 2020 Dubai, a role that included directing events, engagement, and partnerships. Her international experience includes working at Gulf International Bank in Bahrain and Bank One in the USA.

Manal's expertise enables her to analyse business requirements, identify challenges and potential opportunities, and develop innovative and cost-effective solutions for enhancing competitiveness and improving offerings. Manal holds an MBA from DePaul University with a concentration in Marketing and Change Management, as well as a bachelor's degree in Organisational Management from Purdue University.

Manal has spoken on panels around the world on a wide range of topics including community and international engagement initiatives, the role of women in the economy, and enabling human capital to achieve its potential in both the public and private sectors – all vital components of Expo 2020 Dubai's efforts to engage and inspire. Examples of past panels include the prestigious Forbes Asia's Power Business Women Forum and the Family Business Network Annual Summit. She also has the distinction of being an Ambassador at the Women in Leadership Economic Forum.



Nadimeh Mehra

Director, Legacy Development and Impact,
Expo 2020 Dubai

Nadimeh Mehra joined Expo 2020 Dubai in early 2015 and has the responsibility of overseeing the commercial development of the post-Expo site known as District 2020.

Prior to joining Expo 2020 Dubai, Nadimeh headed the Development Capital division of Daman Investments for 10 years where she had the responsibility of overseeing the identification, evaluation, marketing and management of selected investment opportunities from initial concept through investment or acquisition.

Throughout her career, Ms Mehra has worked with UAE governmental institutions on Foreign Direct Investments, entrepreneurial development and venture capital. She also worked in franchising and entrepreneurship in North America.

Attending the University of San Diego, California, Nadimeh graduated with a BSc in Speech Communications in 1994 and went on to study Operational Management at the University of Phoenix, graduating with a Master of Organisational Management in 1997.



Marjan Faraidooni

Senior Vice President, Legacy Development and Impact,
Expo 2020 Dubai

Marjan's role at Expo 2020 Dubai is to deliver a positive, sustainable and enduring economic, social and physical impact beyond 2021. The legacy aims to manifest itself through investments in infrastructure and the redevelopment of the Expo site, while promoting culture, history and traditions around the Expo 2020 Dubai theme of 'Connecting Minds, Creating the Future' and sub-themes of Opportunity, Mobility and Sustainability.

Marjan joined Expo 2020 Dubai in March 2014 and has been leading the strategy development and execution of the legacy programme since. She has over 10 years experience in government-related entities in Dubai, focused on strategy development and planning, business development and business excellence in multiple industries including healthcare, real estate, hospitality and leisure and entertainment.

Prior to joining the Expo team, Marjan was Director of Portfolio Strategy at Dubai Holding, a government-backed global investment company where her responsibilities focused on the development and implementation of strategy

across investments and operating companies. Marjan has also led strategy and corporate planning for Dubai Healthcare City. Earlier in her career, Marjan worked in the Executive Office of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, focusing on healthcare research and planning.

Marjan holds a bachelor's degree in Human Physiology and Psychology and a Masters of Public Health from Boston University. She has completed a number of executive education programs including the Sheikh Mohammed Bin Rashid Program for Leadership Development.



Gillian Hamburger

Senior Vice President, Commercial,
Expo 2020 Dubai

Gillian Hamburger is responsible for the delivery of various commercial aspects of Expo 2020 Dubai including partnerships, ticketing, licensing and retail, food and beverage and concessionaires. She is also in charge of sponsorships, maintenance of sponsor relationships, the donor programme, putting sponsorship packages together, and actively securing strategic partnerships from a range of bodies. Gillian's role is pivotal in ensuring that sponsorship of Expo 2020 Dubai reflects the theme of 'Connecting Minds, Creating the Future' and she will be engaging with a wide variety of international organisations, corporates and educational institutions.

Gillian has been a member of the Expo 2020 Dubai team since November 2014. Prior to that, she supported the Dubai bid team in its successful effort to be host city for the next World Expo.

Throughout her career, Gillian has worked on prestigious international sporting events including the Olympic Games. She was Press Chief for the Atlanta Olympic Torch Relay in 1996 and has worked on every Olympic Torch Relay since that date, including the inaugural Singapore 2010 Youth Olympic Torch Relay, the Rio 2007 Pan American Torch Relay, the Baku 2015 European Games and the Toronto 2015 Pan American Torch Relay.

Gillian has experience on prestigious projects within the United Arab Emirates including the opening of Meydan, Dubai's premier horse racing course, and the inaugural Dubai World Cup at Meydan in 2010, Dubai's annual thoroughbred horse racing event. Gillian supported the 2010 SportAccord Convention in Dubai in 2010, convening more than 1,500 international sport decision makers and worked on the Dubai International Film Festival. Over the course of her career,

Gillian has also directed multi-continent project management for companies such as BMW, Rolls-Royce, Land Rover, Jaguar, Volvo, and Visa.

Gillian holds a bachelor's degree in communications with a concentration in Environmental Policy from Cornell University.



Expo 2020 Dubai

In November 2013, the United Arab Emirates won the right to host the World Expo in Dubai in 2020. This will be the first time that the World Expo is staged in the Middle East, North Africa and South Asia (MENASA).

Since the first Great Fair of 1851, World Expos have continued to be one of the largest and most enduring global mega-events. Lasting six months, World Expos attract millions of visitors who explore and discover pavilions, exhibits and cultural events staged by hundreds of participants including nations, multilateral organizations and businesses.

Dubai's World Expo is held under the theme of Connecting Minds, Creating the Future, echoing the powerful spirit of partnership and co-operation that has driven the UAE's success in pioneering new paths of development and innovation. Through this theme, Expo 2020 Dubai will serve as a catalyst, connecting minds from around the world and inspiring participants to mobilize around shared challenges, during a World Expo of unprecedented global scope, under the sub-themes of: Mobility, Opportunity & Sustainability.



About District 2020:

District 2020 will be world-class home for innovators, original thinkers and pioneers, made possible by the investment in cutting edge physical and digital infrastructure for Expo 2020 Dubai.

By following Expo 2020 Dubai's vision of '*Connecting Minds, Creating the Future*', District 2020 will be at the heart of the emerging master-planned city of Dubai South, bringing entrepreneurs, innovators and global businesses together in a location with cutting edge digital infrastructure and access to global markets through Al Maktoum International Airport and the port of Jebel Ali.

The district includes 65,000 square metres of residential space, and 135,000 square metres of Grade A commercial space in a location that is home to world-class innovation and

education, culture and entertainment, as well as iconic structures such as Al Wasl Plaza.

District 2020, which has been designed to deliver long-term advantages to leading businesses from key growth industries, such as logistics and transport, big data, augmented reality and the internet of things, will play a key role in the development of the UAE's non-oil economy.



+971 4 555 2020
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