

ALI **HAMADE**

EVENT STRATEGY & SIGNATURE EXPERIENCES LEADER

PROFILE

Name	Ali Hamade
Birthday	05 August 1988
Relationship	Married
National	Lebanese
Language	Arabic — Native
	English — Fluent

CONTACT

Phone
+966537350519
+971508053885

E-mail
hmade.ali@gmail.com

LinkedIn
www.linkedin.com/in/ali-hamadeh-27099354/

Riyadh,
KSA

EXPERTISE

- Event Strategy
- Event Planning
- Event Management
- Budget Management
- Team Management
- Strategic Partnerships

AWARDS & RECOGNITION

The 100 Most Influential Event Professionals- 2024

The 100 Most Influential People in the Events Industry in the Middle East- 2024

EXECUTIVE PROFILE

Senior events leader with 13+ years of experience developing and delivering high-profile international events, government programs and large-scale live experiences across Saudi Arabia and the UAE. Experienced in event strategy, concept development, audience experience planning, multimillion-dollar budgets, agency management and cross-functional coordination. Currently leading the New Global Sport Conference (NGSC) at the Esports Foundation, with extensive experience managing complex stakeholder requirements and translating strategic objectives into successful event experiences.

PROFESSIONAL EXPERIENCES

Jan 2026 – Present
Esports Foundation
Riyadh - KSA

Head of New Global Sport Conference (NGSC)
Leading the strategy, programming and development of NGSC, the global platform connecting gaming, sports, technology, investment and government leaders.

- Led NGSC Private: Paris 2026, a high-profile international gathering of 150 senior guests, including 80+ C-suite executives and government representatives.
- Developed event formats, audience propositions, program requirements and strategic briefs aligned with organizational objectives.
- Engaging global industry leaders and technology partners to identify collaboration and experience development opportunities.
- Led NGSC Private: Paris 2026, bringing together 150 senior guests, including 80+ C-suite executives and government representatives.
- Oversaw budgets, agency scopes, stakeholder engagement and coordination across programming, protocol, guest management and event operations.

2013 - Dec 2025
entourage
Dubai - UAE

Head of Events & Technology
Progressed through five roles over 13 years, ultimately leading the planning and delivery of major government, corporate and large-scale public events.

- Led the planning and development of complex government and corporate experiences.
- Evaluated and integrated event technologies, digital platforms and innovative experience solutions.
- Managed multimillion-dollar budgets, supplier selection and procurement, achieving 20% cost optimization.
- Directed cross-functional teams of 70+ professionals, translating client requirements into creative concepts and operational plans.

SELECTED CAREER HIGHLIGHTS

- NGSC Private: Paris
- G20 Saudi Arabia
- Al Qadisiya Festival
- World Government Summit - UAE
- Saudi Aramco — IKTVA
- Dubai Expo - Pakistan Pavilion

EDUCATION

2013
BA (Hons), Business Administration Middlesex University, Dubai