

DXB Entertainments Management Team

Mohamed Almulla

Chief Executive Officer and
Managing Director

Mohamed Almulla was appointed Chief Executive Officer in June 2017. Mohamed brings extensive experience from a wide range of media and entertainment business segments, including radio and TV broadcasting, printing and publishing, digital media, out-of-home advertising, event management, and parks and attractions.

He was previously CEO of the Arab Media Group, where he oversaw all operational aspects of the group's three major business units: Arabian Radio Network, Done Events, and Global Village. From his appointment in 2008, Mohamed steered the group towards market growth through innovation in the entertainment sector and new customer-centric strategies.

Before joining the Arab Media Group, he held several leadership positions within the TECOM Group, including Executive Director of Dubai Media City, where he led the consolidation of the business hub's international status, whilst playing a key role in attracting leading global media brands to the region.

Mohamed holds a Bachelor of Science degree from the University of Toledo, Ohio, USA.

Ahmad Hussain Bin Essa

Deputy Chief Executive Officer

Ahmad Hussain joined DXB Entertainments in August 2017. He is a seasoned regional theme park professional, with extensive experience in operations and business development.

He joined Global Village, one of the region's premier cultural and family entertainment destinations, as Chief Operating Officer in 2013. He was promoted in 2015 to CEO, with responsibility for the successful expansion of the business.

Ahmad is a board member at the International Association of Amusement Parks and Attractions (IAAPA). Previously, he held positions at Emirates Integrated Telecommunications Company (du), the Facilities Operation Department of the Engineer's Office of HH Mohammed Bin Rashid Al Maktoum, ADNOC, and as a marine engineer with BP, North Sea.

He graduated with a degree in Mechanical Engineering from Northumbria, UK, and earned his MSc in Engineering Management from Sunderland University, UK.

Subsequent to the year-end, Ahmad Hussain assumed the role of Chief Operating Officer.

John Ireland

Chief Financial Officer

John Ireland joined DXB Entertainments as Chief Financial Officer in June 2017. He has experience across a wide range of media, including broadcast, digital, out-of-home, print, event management, and recorded music.

He was previously CFO at the Arab Media Group, where he oversaw the financial, strategic, and legal aspects of the group's operations, including the Arabian Radio Network, Global Village, and Done Events.

John joined the Arab Media Group from 21st Century Fox, where he held a number of senior finance positions across the Group's operations in Europe, Asia, and the Middle East, including regional experience as Chief Financial Officer of Rotana Media Group.

He has a Bachelor of Arts degree in business and management from the University of Exeter, UK, and is a qualified chartered accountant, having previously worked for Deloitte in the telecommunications, media, and technology sector.



Ahmed AlRayyes
Chief Commercial Officer

Ahmed AlRayyes joined DXB Entertainments in August 2017.

Before joining DXB Entertainments, he was Chief Commercial Officer at Global Village, one of the region's premier cultural and family entertainment destinations, where he played a key role in growing the business. He was responsible for managing all commercial and revenue channels, and successfully developed and implemented revenue-enhancing strategies, partnership delivery, and expanding the market opportunity.

Previously, he headed the commercial sourcing and procurement department at Emirates Integrated Telecommunications Company (du). He spent more than eight years with the telecom company, developing and implementing procurement strategies.

He also worked in the engineering and broadcasting division for Dubai Media Incorporated, the official media organisation of the Government of Dubai.

He holds a BA in Electrical and Computer Engineering.

Subsequent to the year-end, Ahmed AlRayyes assumed the role of Chief Retail and Hospitality Officer.

Paul Parker
General Manager of Family Entertainment Centres

Paul Parker joined DXB Entertainments as General Manager of Family Entertainment Centres in October 2017. He brings more than 20 years' management experience covering marketing, sales, and operations.

He previously held senior positions at some of Australia's most successful media companies, including the Nine Network and ARN, and also built a successful digital media business. Most recently, he was Chief Commercial Officer for a 21st Century Fox joint venture in the Middle East.

Paul was educated at Dickson College in Canberra, Australia, where he studied psychology and media.

Subsequent to the year-end, Paul Parker assumed the role of Chief Commercial Officer.

Waseem Hassan
Chief Business Support Officer

Waseem Hassan joined DXB Entertainments in 2014 and has headed Human Resources and Administration through the critical pre-opening phase of Dubai Parks and Resorts.

In 2018, Waseem took on additional responsibility for Information Technology, Insurance and Business Excellence in his new role as Chief Business Support Officer.

With over 14 years' experience in Strategic Human Resources management, Waseem brings extensive experience in managing successful large-scale resourcing projects and in implementation of IT infrastructure.

Before joining DXB Entertainments, Waseem was the Corporate Director of Human Resources and Administration in the Leisure and Entertainment division of Meraas Holding. Waseem also spent five years as Director of Human Resources at the Jumeirah Group.

Previously, Waseem held key positions within Dubai Holding.

Waseem is a Chartered Fellow-CIPD, UK and he holds a master's degree in business administration from Anglia Ruskin University, UK.

