

Our management team has a wealth of operational, media, marketing and corporate turn-around experience.

**Mohamed Almulla**  
Chief Executive Officer

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. Since his appointment in 2008, Mohamed steered the group towards market growth through innovation in the entertainment sector and new customer-centric strategies.

Before joining 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.

**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.

**Favourite ride**

**"I couldn't possibly pick just one favourite ride! But what I love most is seeing the delighted faces as guests get off the rides."**

**Favourite ride**

**"I always like the rollercoasters. The Capital Bullet train, The Hunger Games attraction, is great - you can hear the screams from a long way away!! I take my wife to Bollywood Parks™ Dubai for a more romantic experience."**



**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 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.

**Favourite ride**

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**"I like mad pursuit in MOTIONGATE™ Dubai - that's my favourite, just for the sheer fear that it instils. you think it's going to be a little kiddies' ride and then..."**

**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 du - Emirates Integrated Telecommunications Company. 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.

**Favourite ride**

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**"The Krrish ride in Bollywood Parks™ Dubai, although my real excitement is when I watch people's reaction to the rides."**

**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.

**Favourite ride**

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**"I love the Lazy River at Lapita™ Hotel. I am less of a thrill-seeker and more of a relaxer. I also like the Virtual Arena at Hub Zero as I am fond of shooting zombies. I like the virtual reality stuff. The technological side of the entertainment business has become key."**

