Hussain Al Banna

About Me

Director & Leadership Role

Over 20 years experience in Government & Semi-government entities with expertise in Administration, Property Sales & Leasing, Event Management & Corporate Support Services that covered HR , Marketing, Procurement, Finance, and IT.

Held key leadership roles and managed team of more than 120 staffs with 4 direct reporting managers. Expertise in International commercial operations with hands on experience in promoting Jebel Ali Free Zone & Dubai World Trade Centre across multiple continents including India, Hong Kong & France.

Graduated in Business Administration from United States of America and have been honored by H.H. Sheikh Mohammed Bin Rashid for successfully graduating from Mohammed Bin Rashid Program for Government Leadership in partnership with INSEAD business school in which only 20 people were nominated out of 1,600 applicants.

Participated as Assistant National Leader for UAE in "Ship for World Youth Program" along with 800 international participants from 13 countries. Appointed by the Higher Organizing Committee to accompany Prime Minister of Tajikistan, Oqil Oqilov during World Energy Forum, 2012.

Expertise

Negotiation Skills

Recovered 108 million AED within 4 months, by leading a cross functional team from legal, finance and procurement departments and by liaising with companies & offering them incentives to pay.

International Commercial Operations

Developed International market strategy by conducting in-depth market research and establishing a strong database and network of key business players across Europe & Asia Pacific.

Corporate Support

Directed & managed HR, IT, Finance, Administration, Marketing and Procurement in order to translate strategic goals into yearly action plan & ensure accomplishment & execution of these plans in adequate manner.

Relationship Management

Established strong relationship by resolving many corporate clients issues and providing prompt support to investors that lead to long-term relationship.

Awards

H.H. Shaikh Mohammed bin Rashid
Prime Minister of UAE & Ruler of Dubai
for successfully graduating from Government Leadership Program that was done in partnership with INSEAD

H.E. Helal AlMarri
Director General of DWTC
for the valuable contribution in establishing the 1st conference of Vision held in Dubai World Trade Center

H.E. Mattar Al Tayer
Chairman of the Board & CEO of RTA
for Best Creative Idea in RTA 2013 which became No. 1 among almost other 200 ideas.

H.H. Shaikh Mansour Bin Mohammed
Chairman of World Parachuting
for the excellent efforts to the success of the World Parachuting Championship Mondial Dubai 2012

H.E. Saeed Mohammad Al Tayer
Chairman of DEWA &
Deputy Chairman of World Energy Forum
for the success of this 1st time event that held in Dubai from 22 till 24 October 2012

H.E. Saeed Hummaid Al Tayer
Chairman of the Board & CEO of Meydan
for the active participation and invaluable contributions to the success of the 18th Dubai World Cup and UAE 2013

H.E Mohammad Al Abbar
Chairman of Emaar
for my contribution in success of New Years Eve events which was held in Burj Khalifa Area on 1st Jan 2013.

H.E. Abdul Hameed Juma
Chairman of Dubai Film Festival
for demonstrating tremendous dedication and commitment to the 9th Edition of Dubai Film Festival, December 9-16, 2012.

H.E Khalid Al Zarouni
Chairman of Dubai Sports City
for the success of Cricket event between Australia & Pakistan held in 2012.

Work Experiences

Roads & Transport Authority / Dubai Taxi

Dubai,
United Arab Emirates

Expert

(2009-Present)

To execute all transport integration and organization policies, strategic plans related to Franchise companies (Taxi and Limousine) to ensure increase in operators. Also to ensure enforcement of the policies and monitoring the same in accordance with RTA objectives, regarding productivity, safety, facility, maintenance, quality of service and cost control, etcetera.

Key Achievements:

- Has been appointed by the CEO of Public Transport to head the committee of PTA's outstanding dues and has recovered (108,000,000 million) within 4 months period, by leading a cross functional team assigned from key departments.
- Adoption of the new tariff for all taxis in Dubai and applied the same without any constraints.
- Improved the performance of the Franchise department based on the standards of Dubai Government Excellence Performance by enhancing score by 15 points from the previous assessment.
- Supervision and follow-up on the preparation of an electronic system that contains a database of all taxis and luxury vehicles in Dubai in order to facilitate the process of identifying the expired vehicles which needs to be replaced at the appropriate time.
- Implemented a system query on the financial situation for all franchise companies through RTA website, which solved communication gap on fine payment.
- Consolidation and allocation of 20,000 number plate (Code L) for installations in the limousine cars for the purpose of highlighting them from the rest of the vehicles.
- Contribute to the strict application of the standards of quality and excellence in the franchise Taxi industry sector led taxis to make third place globally.

Dubai Taxi Corporation

Dubai,
United Arab Emirates

Director of Corporate Support

(2008-2009)

Responsible to categorize a systematic functioning and direction and corporate service & resources department to achieve the requirements and necessities within the strictly limited time that were allotted and maintaining a detailed knowledge and information of all aspects of schedules and plans.

Key Achievements:

- Developed, executed and monitored objectives and long term plan strategies to achieve RTA overall strategy mission.
- Directed and Managed HR, IT, Finance, Administration, Procurement, Marketing and Business Development in order to translate the strategic goals into yearly action plan and ensure accomplishment and execution of these plans in adequate manner.
- Managed polices & procedures in Dubai Taxi including revenue, cost, treasury, salaries, financial reporting, purchasing, maintenance and security.
- Reviewed and scrutinized high value contracts and take appropriate decision.
- Prepared & reviewed RTA strategic plan in coordination with CEO of corporate support and strategic planning director.
- Supervised the preparation and execution of DTC's operational strategy. Reviewed on monthly basis and ensure conformity with overall mission, vision and corporate standards
- Ensured strategic goals are achieved in a timely manner and taking into account security, safety, and environmental issues.

Work Experiences

Dubai World Trade Centre

Dubai,
United Arab Emirates

Executive Manager (Exhibition, Property Sales & Leasing)

(2005-2008)

Promoted to hold full responsibility to implement an efficient, effective and high quality standard representation of Dubai World Trade Property projects, Identified and analyzed growth by implementing successful sales strategies, Managed the creation of property sales database, researched and selected international exhibitions to represent DWTC property projects, Designed and implemented sales process and procedures.

Key Achievements:

- Explored and secured world famous companies in opticians "Rodenstock" from Germany as main sponsor and Johnson & Johnson from UK as supporting sponsor who made the great success for the exhibition & conference of Vision-X 2006. Also, secured maximum sponsorship opportunities to sponsor the above exhibition.
- For the first ever conference, planned for 15 doctors to attend, my efforts secured 180 doctors which was much more than expectations and business promotion for Vision-X exhibition.
- Brought in the Emirates Opthalmic Organization as Partners not only for 2006 but for future shows as well (This was published in the Medical Middle East Magazine).
- Instrumental to Source famous international doctors email directory and ensured their participation at the event.
- Received appreciation letter from the president of Emirates Ophthalmic Society for the job.
- Enabled the smooth and successful participation of DWTC at international property trade shows.
- Compiled complete market research database. This will be the base for deciding our pricing strategy.
- Developed the customer database. Created and maintained database for investors, retail clients, private owners and hospitality companies. Established sales tool for DWTC.
- Negotiated prime location for each international exhibiton and promoted sales & business.
- Developed and documented procedures & system for Property Sales Department.

Economic Zones World (JAFZA)

Dubai,
United Arab Emirates

Manager International Sales & Property Management

(2004-2005)

Responsible to make use of the most innovative procedures, techniques and creativity which will enhance the maximization of sales, Instructing, evaluating, and monitoring personnel & Modification and execution of management systems procedures, administrative and managerial policies and functioning procedures. Managed the Administration & Operation section of the Property Department. Initiated Energy Saving and Business Development Projects.

Key Achievements:

- Managed a distant region while supervising sales and installation of instruments in a wide variety of companies.
- Settle outsize projects and contracts; stand for the company; increase corporate connections for service.
- Make future predictions for sales: instruct sales staff and judge their capabilities.
- Supervise and mark all performance evaluations, remuneration reviews and expenditure accounts.
- Implemented deposit payment schemes and collected over AED 1 million for expansion.
- Provide various measures for negotiating and organizing lease agreements and rent agreements along with the capitol developments.
- Provide due measures for maintenance and modification.
- Produced annual budgets for every property.
- Produce various financial analytical reports and practicability reports of potential property achievements.
- Act as the investment evaluator for the company.

Work Experiences

Economic Zones World (JAFZA)

Dubai,
United Arab Emirates

Manager Commercial (Free Zone Administration, Lease and License & Staff Accommodation)

(2001-2004)

Managed the Administration section of Commercial Registration, Lease properties including preparation of lease documents, coordinate inspections, liaise with property deptartment and tenants to ensure services are delivered as per contract.

Managed 26,000 staff in Free Zone Staff Accommodation, as well as, the facilities by planning, budgeting, scheduling and successfully executing decisions for the tenants' accommodation and meeting the requirements of FZ companies while improving Key Result Areas. Maximized the occupancy and utilization of rooms and facilities available in order to increase revenue. Assuring and maintaining the effectiveness of Quality Management System (QMS) in compliance with ISO 9000 standards. Controlling and ensuring that 'EMS ISO 14001 Awareness' is implemented at its maximum wherever necessary in FZSA. Marketed and Promoted Free zone staff accommodation & facilities to all Free zone companies, contractors in the Jebel Ali Industrial Area.

Key Achievements:

- Operating Expenses reduced by 10%
- Improved the business by 20% in less than 2 years.
- Upgraded QMS to ISO 9001:2008 in FZSA.
- Developed, improved and automated processes for measurement of FZSA KPIs.
- Certificate of Appreciation from The Chairman for achieving 'EMS ISO 14001' for PCFC.
- Occupancy Rate increased from 81% to 98% in two years' time.
- Leased all food court outlets in less than 2 months by introducing multicultural restaurants.
- Consistently topped the team in monthly KPI statistics
- Created new business through thorough valuation of potential properties

Economic Zones World (JAFZA)

Dubai,
United Arab Emirates

Assistant Manager (Free Zone Administration & Personnel Management)

(1993-2001)

Administering, directing, controlling and resolving industrial disputes for about 53,825 employees (sponsored/non-sponsored) working in 3,500 companies from 94 countries operating inside Jebel Ali Free Zone. Controlling of bank guarantees for JAFZA employees from Free Zone Companies. Co-coordinating and liaising with legal department, immigration, airport, police/CID courts, other government departments and industries, for related employee affairs. To attend industrial disputes and resolving them in line with UAE Labor Laws. Responsible for workmen's compensation and Third Party Insurance of Free Zone Companies. Appraising and giving the feedback on regular administration and employee affairs to the Senior Management/Director.

Key Achievements:

- Approximately over 800 employee grievances has been resolved per annum. The learning was incorporated into the business system to prevent reoccurrence.
- Settled the outstanding payment about 5 million AED due to JAFZA and pay off the dues to the employees of the default companies without any financial burden to JAFZA, by upholding the corporate image.
- Appreciation Letters from FZ Companies appreciating efficient customer services.
- Compliance with UAE & JAFZA rules and regulations.
- Safeguarded insurance coverage of 34,400 employees sponsored by JAFZA. All disputes settled according to the legal requirements.
- Appraised 50 staff and motivated them to achieve stiff targets set by JAFZA.
- Developed/Improved the organizational behavior.

Education

(2008 - 2010)
Government Leadership Program
INSEAD
United Arab Emirates

(1987-1992)
Bachelors of Business Administration
University of Arkansas, Little Rock
United States of America

Language

English
(Professional proficiency)

Arabic
(Professional proficiency)

Courses

(Nov 2014) **Dubai Forum for Best Government Practices**
The Executive Council, Dubai Government

(Mar 2014) **Positive Energy Workshop**
Hamdan Bin Mohammed e-University

(Jan 2008) **Self Management & Resolving Conflict**
Dubai World Trade Center

(Nov 2007) **Best Practice of Property Management**
Institute for International Research

(Aug 2002) **Advanced Selling Skills**
Institute for brain power

(Oct 2002) **Commercial Leases**
Institute for International Research

(Feb 2000) **7 Habits of Highly Effective People**
FranklinCovey

(Oct 1998) **Effective Negotiation Skill**
ThunderBirds

(Oct 1998) **Effective Budgeting & Cost Control**
Management Training & Consultancy

(Oct 1996) **Defusing Customer Anger**
Institute for International Research

International Exhibitions

(2004) **UAE Trade Fair (representing JAFZA)**
India

Gitex (representing JAFZA)
Dubai

(2005) **Arab Health (representing JAFZA)**
Dubai

Gulf Food (representing JAFZA)
Dubai

(2006) **MIPIM (representing DWTC)**
Hong Kong

Cityscape (representing DWTC)
Dubai

(2007) **MIPIM Cannes (representing DWTC)**
France

Cityscape (representing DWTC)
Dubai

Personal Details

Date of birth:
11th November 1969

Place of birth:
Dubai, United Arab Emirates

Marital Status:
Married

Email
albarsha@emirates.net.ae

Phone Number:
+971 50 456 7800

Postal Address
P. O. Box 12040, Dubai, UAE