

## **Abdullatif AIMulla, CEO of TECOM Investments**

Abdullatif AIMulla is the Chief Executive Officer of TECOM Investments, a Dubai Holding subsidiary, which develops and manages businesses that support the growth of knowledge-based industries in Dubai.

An astute businessman with an eye for detail, AIMulla joined TECOM Investments in 2005. AIMulla's leadership qualities and drive for excellence have seen him set new standards and a challenging trajectory of growth for the company.

Prior to joining TECOM Investments AIMulla has held various posts at the Microsoft regional headquarters in Dubai, the last of which was General Manager, South Gulf.

In TECOM Investments, AIMulla manages a range of challenging responsibilities including delivering on the company's mission of enabling people, brands and subsidiaries throughout the world to realize their full potential.

Many times described as passionate, dynamic and sincere, AIMulla has infused TECOM Investments with his own brand of energetic leadership, vision and spirit in the past few years. AIMulla is focused on furthering TECOM Investments' vision of investing, creating and realizing the future of Dubai.

As CEO, AIMulla plays an instrumental role in providing strategic direction and driving new initiatives for TECOM. He has leadership responsibilities in managing TECOM's entities, and ensuring the development and sustenance of commercially viable projects.

He champions quality benchmarking and customer service excellence in TECOM and spearheads the development of programmes that focus on increasing customer and employee satisfaction. He is also involved in introducing multinational best-practices and tailoring them for TECOM's needs.

In his nine-year stint at the Microsoft regional headquarters in Dubai, he led the development of subsidiaries in the Gulf, Yemen and Pakistan. At Microsoft, he was conferred the Microsoft High Distinguished President Award in 1998. He was a member of the Microsoft Middle East and Africa Leadership Programme.

AlMulla started his career in Dubai Duty Free before moving to Microsoft to work as an enterprise sales manager. He played an instrumental role in bagging Microsoft's first ever enterprise agreement in the world with the Dubai Government, which put Dubai on the Microsoft radar.

In the region, AlMulla is recognized as an industry leader who has achieved consistent results and demonstrated exceptional creativity, strong values and ethics. He has served as an advisor to several governments in the region.

AlMulla has a Masters in Economics and Social Development, and Public Administration, from the University of Pittsburgh, and a Masters in Corporate Communication from Duquesne University.

AlMulla is a member of several prestigious organisations including the HH Sheikh Mohammed Bin Rashid Mentorship Programme and American University of Dubai. He was also a member of the HH Sheikh Zayed Award for Environment. He was Microsoft's highest scored General Manager of the year in 2004 in the Middle East and Africa and is currently a board member of the Engineering School at the American University of Dubai.

AlMulla is married with four children and enjoys reading, photography, boating and traveling in his leisure time.