

# Almamoun Alshingiti



A visionary, astute, passionate leader, result-oriented senior Management Executive with 20 years' experience in Strategies development & implementation with extensive business development, sales and marketing.

Almamoun began his professional career after High School in Samarec as a Chemical technology analyst for 3 years. He continued his studies in the United States, whilst simultaneously working as a Teaching assistant, and Fitness & Sports instructor. He completed his under and postgraduate studies and successfully gained 3 bachelor's degrees and 2 Masters degrees from Florida State University.

## STRATEGY EXECUTIVE DIRECTOR - SPORTS



### At Qiddiya

Almamoun Alshingiti joined **Qiddiya** in 2017, as the Executive Director Sports Development, and in 2018 as Executive Director Strategy for Sports where he lead strategy development and operations planning, initiating the Qiddiya Sports programs, developing the Sports precinct masterplan and leading the review of asset development & design, while also being tasked as the Official Spokesperson.

### Previous Professional Career

Mr. Alshingiti worked for **Procter & Gamble** and **Pepsi-Cola** in marketing, sales management and product development for several years. He managed the business across the Middle East and Africa and received numerous awards and recommendations for his achievements.

He also worked in real estate management and development with **Dubai Holding, Emaar and Dar Alarkan**. He led the National school sport program in **Tatweer** by developing the first National School Sports Strategy for the Ministry of Education in Saudi Arabia. The Strategy was implemented across the ministry and its programs are still being delivered now.

Mr. Alshingiti lead the work to support the **Olympic Committee** and several sports federations by consulting on the National Sports strategy, mass participation strategy, and Elite Sports strategy. He worked closely to support the Athletics, Judo, Taekwondo and Football federations in the Kingdom as a strategy development consultant. He also consulted private sports and wellness investors in feasibility studies, design management and concept development.

Links to Almamoun's latest interviews:

