

H.E. Marwan Jassim Al Serkal

**CEO**

**Sharjah Investment and Development Authority (Shurooq)**

Born in Sharjah in 1979, Marwan Jassim Al Serkal is considered one of the key leaders in Sharjah's tourism industry growth. As the CEO of Sharjah Investment and Development Authority since 2006, Mr. Al Serkal has extensively led Al Qasba to become one of the major tourist destinations in UAE and has contributed effectively in driving more tourists from around the globe to the emirate of Sharjah. Most recently, Mr. Al Serkal was named among Ahlan's hot 100 list, which awards the top achievers in the UAE every year.

A graduate holding a high diploma in accounting from Dubai Men's College in 1999 and a bachelor's degree in Applied Sciences in Business Administration, Mr. Al Serkal initially worked for the Sharjah Electricity and Water Authority in 1999 as a head of the Auditing Department. In 2003, he joined Dubai Shopping Festival and was assigned the post of Finance Manager and thereafter promoted as the Director of Finance and Administration in DSF in 2005.

Possessing a sharp understanding of the market and in-depth insight into the functioning of economies and international legalities and legislation, Mr. Al Serkal has proven his mettle in quality, operations control and strategic planning. He is also credited with introducing policies and procedures that helped reinforce Al Qasba's local and regional standing.

Mr. Al Serkal believes that Sharjah is a highly dynamic city, and a place where people can find democracy, peace and community engagement. For him, the UAE is a country where nothing is impossible and where development has become a continuous, fast-moving trend that, in turn, shaped his responsibility to cope with this rapid change. Mr. Al Serkal follows a life method based on dedication and loyalty to the job and owns a clear faith that life brings many challenges that can be turned into valuable opportunities through organized leadership and team spirit.

As the CEO of Sharjah Investment and Development Authority (Shurooq), and a Board Member of Sharjah Tourism and Development Authority in Sharjah, Mr. Al Serkal has been instrumental in transforming Sharjah's tourism scenario by ensuring a mix of entertainment and business venue powered by a team of highly dedicated members. Mr. Al Serkal believes that dedicated human resources are key factors in the development of any organization and thus his vision towards working closely with employees is based on family environment rather than position hierarchy.