



# G20 REGISTRATION AND SECURITY

A Proposal by:  
TalentS and FUNCIÓN DIGITAL





CONTRIBUTORS





# EXECUTIVE SUMMARY

TalentS is pleased to present this proposal in collaboration with Function Digital to cover services related to the G20 registration and accreditation.





# COMPANY OVERVIEW





## ABOUT THE GROUP

### TalentS

At TalentS, we work with clients looking to make a lasting social impact in their communities. Our experienced team members interpret goals into interactive and innovative solutions that are skillfully designed and well executed.

Audience experiences can range from youth interactive learning programs, to traveling exhibitions, events and festivals, through to destinations such as visitor attractions, science centers and Fab Labs for curious minds.

Our different experiences empower youth with the right problem solving skills that facilitates their journey in becoming inspirational leaders, innovators and influencers in their communities. Leading purposeful lives, enabling future economic growth and achieve the national 2030 vision.

Our Audience experiences cover:

- ▶ **Interactive Museums and Science Centers:**

We create message driven experiences designed to connect, engage and inspire audiences.

- ▶ **FABLABs and Innovation Hubs**

We setup and operate FabLabs and innovation hubs designed to empower youth with the tools that enable them to make almost anything.

- ▶ **Interactive Programs and Exhibitions**

Interactive Learning Touring Programs and Exhibitions Our programs span a wide-spectrum of activities, including science and innovation camps, robotics competitions and multimedia workshops.

- ▶ **Events and Festivals**

Short duration and temporary cultural and science events and festivals that aim for maximum exposure to large crowds.

TalentS



## ABOUT THE GROUP

### About FUNCIÓN DIGITAL

FUNCIÓN DIGITAL is a TECHNOLOGIES INTEGRATION COMPANY specialized in turnkey projects already through Latin America that experimented great expansion and has now presence also in United States and Spain. Born in Argentina in 2004 as an initiative motivated to meet and identify the needs of the various sectors of the Argentine industry in the field of electronic security such as CCTV and intrusion systems.

After years of successful work, we diversified the portfolio of services and clients in the area of technological integration. We expanded taking Paraguay as a starting point, implementing automation and security technologies. We crossed new borders with the opening of commercial offices in Bolivia, where we carried out work in Telecommunications and civil works. Subsequently, we carried out works in Curitiba, Foz do Iguaçu and the binational dam on the Paraná River in Itaipú - Brazil regarding Telepresence. The most recent incursion in Uruguay opened the way internationally for new projects in Peru, Brazil, Mexico, Colombia, and other countries of LatAm and US. This year, we launched our branch in Spain as a first step in Europe.

We are recognized for our commitment and professionalism. That is why we partnership your projects with turnkey and maintenance post services, honoring the trust placed in us.







**CAPABILITIES  
AND RELEVANT  
EXPERIENCE**





# CASE STUDIES: TALENTS



Project Title	Scope Description	Client and Location	Start Date End Date	Project Value
Mishkat Interactive Center	Design, supervision of fabrication and fitout, operations and maintenance (4000 SM)	King Abdullah City for Atomic and Renewable Energy, Riyadh - KSA	2012 - 2020	Design and fitout: 76,000,000 SAR Operations: 23,000,000 SAR Yearly
Saudi Pavilion at EXPO Astana - Kazakhstan 2017	Design, fabrication, installation and operations (2000 SM)	King Abdullah City for Atomic and Renewable Energy, Astana - Kazakhstan	Dec 2016 - Dec 2017	10,500,000 SAR
Exhibition Scenarios - Aseer Musuem	Design, fabrication, fitout and maintenance (950 SM)	Saudi Commission for Tourism and National Heritage, Aseer - KSA	Dec 2018 - March 2019	3,500,000 SAR
Exhibition Scenarios - Hail Musuem	Design, fabrication, fitout and maintenance (1300 SM)	Saudi Commission for Tourism and National Heritage	Feb 2019 - April 2019	5,600,000 SAR
Exhibition Scenarios - FAID Musuem	Design, fabrication, fitout and maintenance (450 SM)	Saudi Commission for Tourism and National Heritage	March 2019 - August 2019	4,500,000 SAR
Energy Exhibit	Energy Exhibit Operations Services	Saudi Aramco	2016 - 2018	10,500,000 SAR







# CASE STUDIES: TALENTS



Project Title	Scope Description	Client and Location	Start Date End Date	Project Value
Saudi 2050 (mobile exhibit)	Design, fabrication, fitout, operations, maintenance and touring (250 SM)	King Abdullah City for Atomic and Renewable Energy	2013 - 2016	2,500,000 SAR
Louvre Abu Dhabi	Culture Interpretation Services	Abu Dhabi Tourism and Culture Authority	2017 - 2020	16,960,189 AED
King Salman Science Oasis Maintenance	Maintenance of KSSO Gallery (1600 SM)	Saudi Aramco	2016 - 2019	6,500,000 SAR
King Salman Science Oasis Maintenance	Maintenance of KSSO Gallery (1600 SM)	SABIC	2019 - 2020	600,000 SAR
CITC VIP Center	Design, Fit-out and Maintenance	CITC	2019 - 2020	Confidential
NEOM Experience Center	Design, Fit out and Media Production, Operations, Maintenance	NEOM Company	2019 - 2020	Confidential
SABIC Summer Program	Design and Operations	SABIC	2016, 2017, 2018	Approx. 4,000,000 yearly
SABIC KSSO Life Gallery Maintenance	Maintenance Services	SABIC	2019 - 2020	600,000



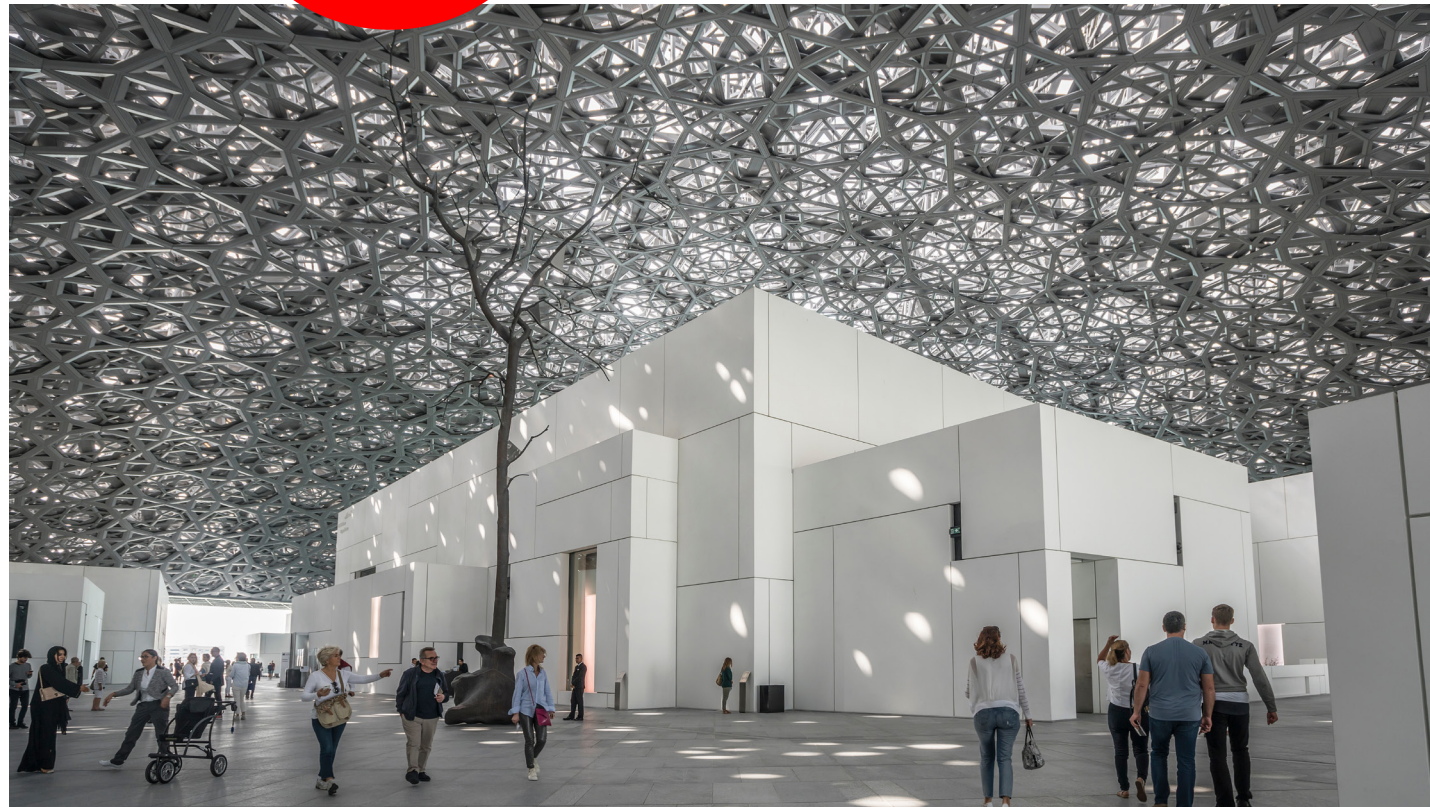




# CASE STUDIES: TALENTS



Project & client name	Brief
Louvre Abu Dhabi	Providing cultural interpretation services for the Louvre Abu Dhabi. TalentS is responsible for the training and recruitment of facilitators who manage cultural tours in the Louvre including but not limited to children workshops and VIP visitors tours and workshops.
Location	Scope included setting the recruitment process for the Mediators. Over 500 applications, screened, 117 invited to interview, 30 selected from an intense training and development program delivered by our experienced team and the Louvre.
Abu Dhabi, UAE	
Reference Name, Email, Phone number	
n/a	







# CASE STUDIES: TALENTS



Project & client name	Brief
Mishkat Interactive Centre	Design and operation of Mishkat Interactive Centre, Riyadh's first energy science centre, with our scope including the design, fabrication supervision, operations planning, recruitment, staff training, content and exhibition upgrades, visitor services, maintenance and full operations..
Location	
Riyadh, Saudi Arabia	
Reference Name, Email, Phone number	
n/a	



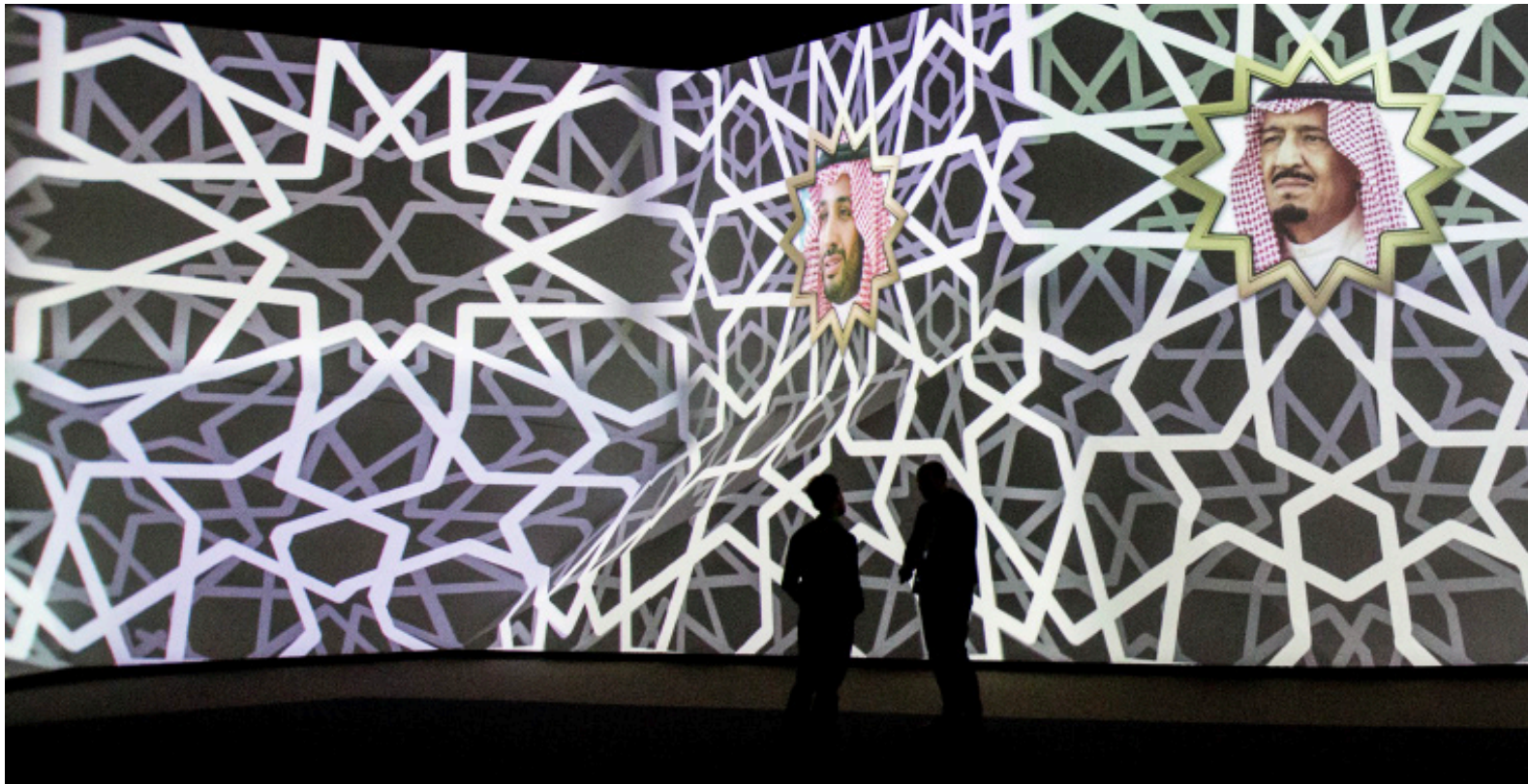




# CASE STUDIES: TALENTS



Project & client name	Brief
Saudi Pavilion at EXPO 2017,	Design and operation of Saudi Pavilion at EXPO 2017, Astana, Kazakhstan. Expo 2017 was themed around 'Future Energy' and we worked to showcase Saudi Arabia's role and commitment to shaping future energies in the Pavilion through creative design and content. We were responsible for the design of the Pavilion and worked with Hypsos to realise its construction and installation. Visitors to the Pavilion were immersed in the Saudi's rich cultural heritage and were taken on a journey towards its bright energy future. We recruited and trained the Guides for the Pavilion in Kazakhstan. The Saudi Pavilion continued to be one of the top five most visited pavilions and welcomed an astonishing 742,000 visitors over the course of the event. Scope also included production of National Day event.
Location	
Astana, Kazakhstan	
Reference Name, Email, Phone number	
n/a	







# CASE STUDIES: TALENTS



Project & client name	Brief
Etihad Musuem	Staff training and content resourcing in Etihad Museum, Dubai. Set on the site once known as Union House, The Etihad Museum tells the story of the United Arab Emirates Founding Fathers and the nations journey to shaping a bright future.
Location	We were selected by Dubai Culture & Arts Authority to prepare the Etihad Museum team for opening to the public. With the senior management team, we shared our experiences of operating national museums and helped identify challenges in daily operations and in opening a new destination.
Reference Name, Email, Phone number	We provided an intensive training program for the visitor services team which fully orientated each member of staff to their role.Scope also included development of learning programs, and printed activity packs bringing the Museum's stories to life for school and family audiences.
n/a	







# CASE STUDIES:

Project & client name	Brief
Data Center EdgeConnex	STRUCTURED CABLING / PASSIVE NETWORK INFRASTRUCTURE / ACCESS CONTROL / VIDEO SURVEILLANCE
Location	
ARGENTINA / CHILE	
Reference Name, Email, Phone number	
n/a	







CASE STUDIES:

Project & client name	Brief
Blue Tower Ventures	CCTV AUDIO TELEPHONY FIRE DETECTION NETWORKS
Location	WIFI NETWORKING AUTOMATION HOME AUTOMATION ACCESS CONTROL - PRESENTISM – PARKING
PARAGUAY	
Reference Name, Email, Phone number	
n/a	







# CASE STUDIES:

Project & client name	Brief
WeWork	DESIGN WORK NETWORKS WIFI AUDIO AND VIDEO FIRE DETECTION IP CCTV ACCESS CONTROL DIGITAL SIGNAGE
Location	
ARGENTINA – CHILE - PERÚ MÉXICO – COLOMBIA – BRASIL USA - ESPAÑA	
Reference Name, Email, Phone number	
n/a	







CASE STUDIES:

Project & client name	Brief
Coca - Cola	
Location	
ARGENTINA	
Reference Name, Email, Phone number	INSTALLATION OF THE BIS (BUILDING INTEGRATION SYSTEM) WITH VIDEO, ALARM AND ACCESS CONTROL PLATFORM. USING PROXIMITY AND BIOMETRICS CARDS –ALL INTEGRATED SYSTEMS-
n/a	

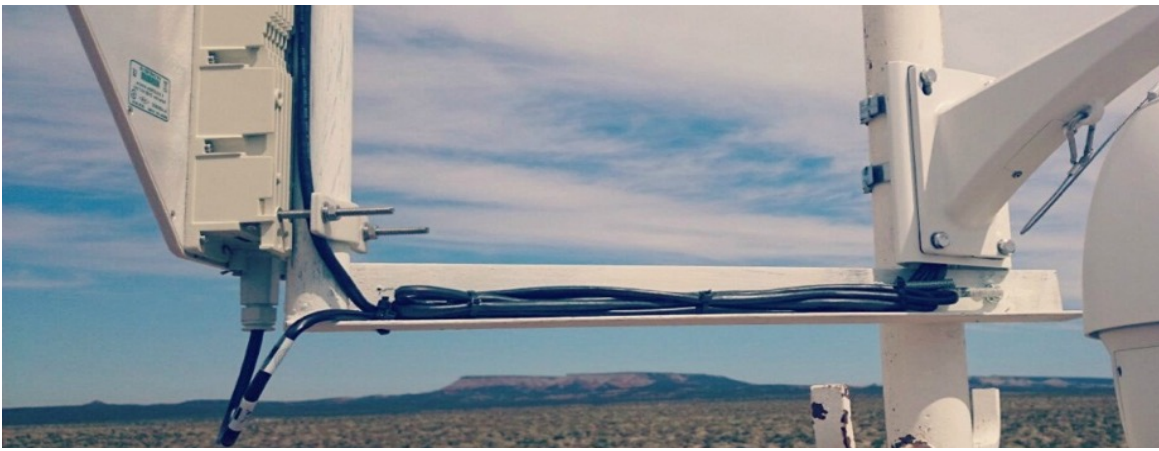






CASE STUDIES:

Project & client name	Brief
Chevron	
Location	
VACA MUERTA - ARGENTINA	
Reference Name, Email, Phone number	
n/a	







# SOLUTIONS OVERVIEW



## SOLUTIONS OVERVIEW

### ONLINE REGISTRATION SYSTEM

It is a platform to create a unique event management portal that details all elements of the event.

#### 1. WEB PRE-REGISTRATION

Our web systems allow thousands of users to be registered for each of the events in an agile and secure way. Development of online registration forms with personalized designs as required by each organizer. Generation of e-tickets with QR code, on-line reports on a platform specially designed for organizers, massive database shipments.

#### 2. ON SITE ACCREDITATION

We can install complete on-site registration stations with notebooks and tablets and printers for the delivery of credentials. The system allows the reading of the encrypted ID code for the accreditation of attendees. Automatic database search, identity control.

##### 2a. ACCREDITATION WITH QR CODE

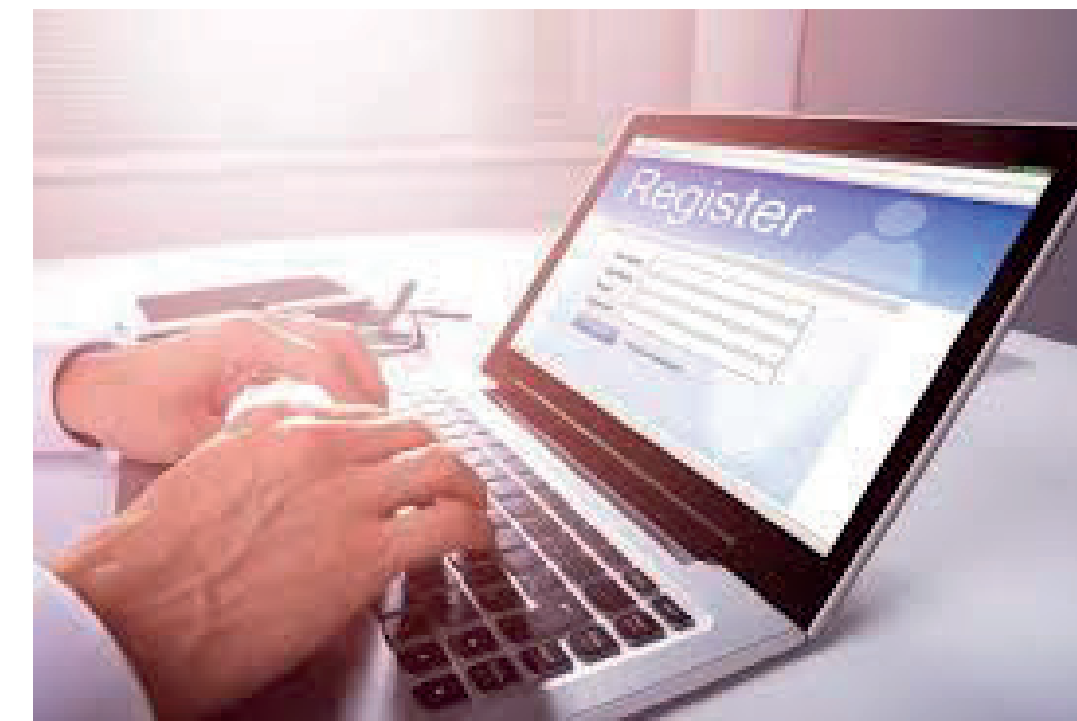
Agile registration through reading the QR code from the guest's cell phone. We can set up registration booths with notebooks and readers to quickly accredit participants and visitors.

##### 2b. SELF SERVICE

Touch screens or a numeric keypad are installed for self-service registration. Either by entering an ID, document number or by automatically reading an ID or the QR received in the web pre-registration. When confirming the accreditation, a label is printed to deliver the personalized credential or the attendee is simply welcomed to the event.

##### 2c. ACCREDITATION WITH CUSTOM BRACELETS

The system with personalized plastic bracelets allows a safe input that cannot be exchanged between users. These seals allow to be printed with a QR or bar code for future control and nominated with variable data.





# SOLUTIONS OVERVIEW

## 3. ACCESS CONTROL

### 3a. CONTROL WITH BAR CODE OR QR

Reading the ID code with a smart pinwheels. It ends with the adulteration of tickets, credentials and seals. Synchronization in real time with ticket machines and accreditation systems.

### 3d. READERS - PDA - HANDHELDS

Data collectors that record the passage of tickets, seals or credentials for immediate validation. They operate autonomously, connected to the database and allow the interpretation of QR, RFID and barcode technology.

### 3e. CONTROL WITH APPROACH SYSTEM

Just by bringing a ticket or credential, the turnstiles enable the public to enter quickly and safely. All the control equipment has informative displays accompanied by a two-color traffic light that allow to know the status of enabling or not of a ticket or credential.

## 4. AFTER THE EVENT

### 4a. STATISTICAL REPORTS

Deliver online information during the event, and post-event statistical information, accompanied by a specially designed digital presentation.

### 4b. MASSIVE SHIPMENTS OF DIGITAL PARTS

There is a platform for mass shipments. From a flyer or text sent by the organizers, a personalized or massive shipment can be triggered to each email provided in the database.







# PROJECT SCHEDULE





SCHEDULE

Project NAME:	G20 - Riyadh Summit
Pre-sale Project Number:	9854
Project Manager:	TBD

SCHEDULE			Project NAmE: G20 - Riyadh Summit		8/Jun	15/Jun	22/Jun	29/Jun	6/Jul	13/Jul	20/Jul	27/Jul	3/Aug	10/Aug	17/Aug	24/Aug	31/Aug	6/Jul	13/Jul	20/Jul	27/Jul	5/Oct	12/Oct	19/Oct	26/Oct	2/Nov	9/Nov	16/Nov	23/Nov	30/Nov				
			Pre-sale Project Number: 9854																															
			Project Manager: TBD																															
Tasks			Description			June			July			August			September			October			November													
1.Study																																		
1	Project Overview		Understand Initial scope definition																															
2	Review Technical Proposal		Understand Sponsors and Partners Responsibilities																															
3	Review Request For Proposal		Understand Turn Key Solutions																															
2.Design																																		
1	Development Ideas		Following Design Concept and Visitors Journey																															
2	Explore range and innovations of possibilities		Research Vendors Technology																															
3	Aprove Idea																																	
4	Idea to be Implementing		System Integration																															
	A-Security System																																	
			CCTV (Thermal Camera)																															
			Access Control - Facial Recognitions - Moulinets																															
			Analitics Video System (Lost Objects - Strange Behaviors- Social Distancing)																															
			Alarm (Panic - Fire detections)																															
	B-Event Registrations Apps																																	
	C-Audio Visual System																																	
	D-																																	
	E-																																	
5	Prepare Engineering		Build-Test-Improved																															
6	Prepare Quotations		Costed BOM - Prepare RFP																															
7	Bid Submission ( Check Deliveries)																																	







SCHEDULE

Project NAmE:	G20 - Riyadh Summit	8/Jun	15/Jun	22/Jun	29/Jun	6/Jul	13/Jul	20/Jul	27/Jul	3/Aug	10/Aug	17/Aug	24/Aug	31/Aug	6/Jul	13/Jul	20/Jul	27/Jul	5/Oct	12/Oct	19/Oct	26/Oct	2/Nov	9/Nov	16/Nov	23/Nov	30/Nov				
Pre-sale Project Number:	9854																														
Project Manager:	TBD																														
Description		June				July				August					September				October				November								

DOING

DONE

DO







# ORGANIZATIONAL STRUCTURE






# ORGANIZATIONAL STRUCTURE

DESIGN	IMPLEMENTATION	BDM
<p>Members:</p> <ul style="list-style-type: none"><li>- Roberto Álvarez</li><li>- Javier Ferreira</li></ul>	<p>Member:</p> <ul style="list-style-type: none"><li>- Felipe Castillo</li></ul>	<p>Member:</p> <ul style="list-style-type: none"><li>- Alejandra Dold</li></ul>
<ul style="list-style-type: none"><li>• Planning and Defining Scope</li><li>• Activity Planning and Sequencing</li><li>• Resource Planning</li><li>• Time Estimating</li><li>• Developing a Budget</li><li>• Risk Analysis</li><li>• Develop a project plan</li><li>• Establish a project schedule and determine each phase</li><li>• Evaluate options of brands and systems</li><li>• Cost estimating</li><li>• BOM and costs</li><li>• Working with vendors</li></ul>	<ul style="list-style-type: none"><li>• Working with vendors</li><li>• Responsible of Implementation and Technical Team</li><li>• Scalability, Interoperability and Portability Analysis</li><li>• Analyze the project plan, its tasks, times and dependencies.</li><li>• Verify the resources available and necessary to execute the plan</li><li>• Assemble and lead the ideal execution team to carry out the project.</li><li>• Lead and manage the project team</li><li>• Measure the progress and daily results of the project, counteracting it with what was projected.</li><li>• Verify compliance with commitments in time and quality</li><li>• Report to the Project management the progress of the same</li><li>• Make a report and photographic report of the progress and completion of the Project.</li></ul>	<ul style="list-style-type: none"><li>• Documentation</li><li>• Manage deliverables according to the plan</li><li>• Monitoring and Reporting Progress</li><li>• Working with Vendors</li><li>• Keep the client informed about the progress of the project</li><li>• Interact with each of the project stakeholders to ensure its success</li></ul>







# TEAM BIOGRAPHIES



## TALENTS BIOS



**Saeed Saeed**

Cofounder, CEO

Saeed Saeed is cofounder, CEO and Chairman of board of National Talents Company. He has delivered Kingdom wide programs that has enabled thousands of children to think like scientists, develop skills, and consider career opportunities in the fields of science, technology, engineering and maths for clients. Saeed leads a team of more than a hundred employee aiming to to inspire youth through designing and operating interactive & creative learning experiences using science, technology, engineering and math. TalentS projects span a wide range of informal interactive learning spaces, from museums, science centers and fab lab to festival and exhibition participation. His team works from Riyadh, Khobar, Dubai and London delivering services for landmark science centers and fabrication labs and working across the Gulf with clients include Saudi Aramco Energy Exhibit, Mishkat interactive center for King Abdullah city for atomic and renewable energy, the Etihad Museum (Dubai) and the Abu Dhabi Education Council.

Saeed has a BS degree in Electrical Engineering from University of Tulsa and a Masters degree in Electrical Engineering from Cornell University. During his time at Cornell University, Saeed led a team of engineers to compete and win the international robotics soccer competition (Robocup). His passion for learning and making a difference came out his 15 year work at Saudi Aramco where he was inspired and taken away by the Sr. VP vision at that time 'Where every

employee excel and create a better tomorrow' leading him to the startup of Talents in 2007. He has recently graduated from Owner/President Management Program (OPM) at Harvard Business School. The program is a rigorous, -9week Executive Education program held over a -3year period, for business owners and entrepreneurs with at least 15 years of management experience and who hold a major equity stake in their company. Saeed is also the chairman of board for Said group family business which was established by his father, the late Atef Saeed and is a member of Young President Organization (YPO).

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## TALENTS BIOS



**Jamal AlDabal**

Board Member & Partner

- ▶ Chairman & Co-Founder –DaamInno – Entrepreneurship & Innovation Board Member & Partner – National TalentS Company
- ▶ Co-Founder – Arabian Robotics Company
- ▶ Business Development Head – GCC – Aays Financial Services
- ▶ Investor in a number of Startups and Funds
- ▶ Overall Inspiration – Saudi Educational Initiatives
- ▶ Local Selection Panelist – Endeavor Entrepreneurship Saudi Arabia
- ▶ Long-Term Mentor + Mentor of the Month Oct 2018 – Endeavor Entrepreneurship Saudi Arabia Mentor in Saudi Aramco Entrepreneurship Center (Wa'ed) & KFUPM Entrepreneurship Institute
- ▶ Judge in many startup competitions
- ▶ Director of Saudi Aramco Educational Partnerships – Until 2011
- ▶ Advisor to all major contributions of Saudi Aramco to the community – Until 2011
- ▶ Senior Consultant in Saudi Aramco's Corporate Planning Organization – 2007-2003
- ▶ Coordinator of the Kingdom's Petroleum Strategy – 2006-2004
- ▶ Manager – Saudi Aramco IT Operations, Applications and Technology Planning – 2003-1998
- ▶ Led Formation of Saudi Aramco Information Protection organization - 2002
- ▶ Advisory Board (Dammam Community College, Prince Muqrin University – IT Department, Um Al-Qura University – IT Department, King Saudi University – Math Department)
- ▶ Board Member – Non-Profit Organizations – Association of Volunteer Work, Bena'a (Orphans in Eastern Province – Saudi Arabia), Ertiqa (Computer Refurbishing) + Others
- ▶ Masters in Business Administration – University of Hull – U.K.
- ▶ Bachelors in Computer Engineering – University of Massachusetts – Amherst – U.S.A.



## TALENTS BIOS



**Abdulrahman AlDabal**

TalentS Board

- ▶ Chairman ( SGB Al-Dabal Co. Ltd.) - Scaffolding contractors, Sales of scaffolding and formworks President ( GAS Arabian Services Co. Ltd. )
- ▶ Supply and services to the Oil, Gas and Petrochemical Industries, Power, Desalination projects and marine services
- ▶ Chairman ( Samsung Saudi Arabia Co. Ltd.) - Engineering, Procurement and Contractors of major Petrochemical, Oil & Gas plants
- ▶ Board Member ( Yokogawa Services Saudi Arabia, Ltd.) - After-sales services, training services of Yokogawa systems and products, construction and installation services related to instrumentation and life cycle maintenance services
- ▶ Chairman ( GAS-Vector Saudi Arabia Ltd.) - Provides after-sales services and training services of Vector industrial communication products and systemss
- ▶ Chairman ( EagleBurgmann Saudi Arabia Ltd.) - Manufacture, supply and servicing of mechanical
- ▶ seals, gasket, packings to Oil, Gas & Petrochemical industries
- ▶ Chairman ( Prudent Saudi Arabia Ltd.) -Manufacture, assemble and test control panels. Perform
- ▶ system integration and provide after-sales, training services for systems built Prudent Solutions
- ▶ Chairman ( TCR Arabia Ltd.) - Provide services for material testing, quality assurance needs of all
- ▶ industries, oil refineries and petrochemical plants in Saudi Arabia
- ▶ Chairman ( FS Elliott Services Saudi Arabia Ltd.) - Provides field and shop services for plant air compressor packages
- ▶ Chairman ( FS Elliott Saudi Arabia Ltd.) - Provide local assembly of Turbo Compressor units
- ▶ Chairman ( Elliott GAS Services Saudi Arabia Co. Ltd.)
- ▶ Chairman ( Elster Instromet Services Saudi Arabia ) - Undertake after-sales service activities for Gas
- ▶ Metering and Regulating Skids, products and systems in Saudi Arabia
- ▶ Chairman ( GAS FCI Services Saudi Arabia Ltd. ) - After-sales activities for air, gas, liquid flow meters,
- ▶ flow switches and Level switches, products and systems in Saudi Arabia
- ▶ Chairman ( Asas Al-Ajyal Real Estate Dev't Co. ) - Real estate development and construction Chairman ( Kabana Restaurants Co. ) - Chain of Restaurants and catering services
- ▶ Member (United Int'l Transportation Co. Ltd. ) - Chain of strategic car rental outlets. Corporate and retail leasing of vehicles
- ▶ Chairman ( Al Faraby Medical Center Co. Ltd.) - Outpatient medical clinics and pharmacies
- ▶ Chairman ( First Insurance & Re-insurance Brokers) - Insurance and Re-insurance Broker Director/Partner ( Patisserie Suisse ) - Food catering / Aviation catering services
- ▶ Director/Partner ( Offshore Vessels and Marine Services Co.) - Offshore vessels and security and other marine services
- ▶ Chairman ( Meamar Al Sharqiya LLC ) - Real Estate Development and Construction Director/Partner ( National Talents Company ) - Events and Educational Training
- ▶ Director/Partner ( Patisserie Suisse ) - Food catering / Aviation catering services Director/Partner ( Offshore Vessels and Marine Services Co. ) - Offshore vessels and security and other marine services
- ▶ Chairman ( Meamar Al Sharqiya LLC ) - Real Estate Development and Construction Director / Partner ( National Talents Company ) - Events and Educational Training





## TALENTS BIOS

**Mohammad AlHarbi**

TalentS Board

### ► Employment History

- Oct -2012 Present: tIndustrial Cosultant
- Oct -2010 Sep 2012: CEO of Takween Advanced Industries
- Nov -1998 Sep 2010: CEO of Saudi German Company for Nonwoven Products
- Mar -1994 Nov 1998: Project Manager Saudi Industrial Development Fund

### ► Current Memberships

- A member of Board of Directors and Audit Committee- Musharaka Capital
- A member of Board of Directors and Head of Audit Committee- Zamil Industrial Investment Comany
- A member of Board of Directors- Aminat Company
- A member of Board of Directors- NATIONAL Talents Company

### ► Previous Membership

- A member of Board of Directors and Audit Committee- Hail Agriculture Development Company (HADCO)
- A member of Industrial Committee- Chamber of Commerce of Eastern Province

### ► Education

- -1992 Bachelor Dgree of Sciences- Industrial Engineering

### ► Training

- 1995-1994: Financial and Credit Training Program- Chasse Bank- Manhattan- NY-, US

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## TALENTS BIOS



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**Khulood Abdullah**

GM, Business Development

Khulood has a Bachelor of Science in Computer Science (2010) from the Royal University for Women, Bahrain. She is currently seeking a Masters Degree in Finance from Harvard Extension School.

Khulood joined TalentS in 2013 with the objective of expanding TalentS client base, uplifting TalentS marketing activities and enhancing the BD processes and procedures. She landed many projects including Fab Lab Dhahran, iSpark Mobile, Saudi Aramco Energy Exhibit, Tatweer Mobile Science Centres, iRead, iDesign, Tinkering Studio touring exhibit and others.

In 2012, she co-authored a book titled Cognitively Informed Intelligent Interfaces: System Design and Development. In 2011, she published two research papers in World Congress on Engineering and Technology (CET) and in the 5th International Conference on Distance Learning and Education – ICDLE.





## TALENTS BIOS



**Anna Patrycja  
Pokojaska**

Project Manager

Anna Patrycja Pokojaska is a Certified Project Manager and chartered Engineer Architect with a business vision and +15 years' experience on the specialist state of the art large scale Museum projects.

Over the last 5 years Anna managed and serviced high end Governmental Clients, Royal Foundations and complex business environments within the GCC member countries.

Coordinated all phases of the project cycle from initiation, planning, execution, to closure focusing on Engineering, Procurement, Fabrication, Construction and Commissioning, assuring quality and timely performance within the budget constraints.

Experienced manager of the all aspects of the Exhibits and Museums projects including design, technical development, production, material management, logistics, interfaces and infrastructure including Set works, Showcases, Mounts, Artefacts, Graphics, Content Coordination, Audio Visual Hardware and Multimedia Production.

### ► Project Initiation skills

- Defined with the Client project needs and processes, Studies, reports, Due Diligence
- Business development, identifying new opportunities, Tender documents

preparation

- High end entities meetings and site visits, RFQ release, price comparisons, technical feasibility, selection and award of suppliers and subcontractors
- Development and implementation of new strategies
- Concept, Basic and Constructive design development, Engineering design, Materials specifications, BOQ brake down, Acquisition documents, Permit applications

### ► Project Planning skills

- Kick of meetings, Progress meetings, RE assistance, Client coordination
- Production times, programme, WBS, sequencing, Procurement plan, budgets definition
- Design development, value engineering, analysis of system designs, overseeing
- development, approvals management, material management





## TALENTS BIOS

**Anna Patrycja  
Pokojska**

Project Manager

### ► Project Execution skills

- Interfacing, coordination with the main constructor, installation of the building systems, all type of finishing's and the narrative fit out elements: Set works, Showcases, Mounts, Artefacts, Graphics, Audio Visual Hardware, Lighting and Multimedia
- Administrative and technical leadership. Daily coordination and communication
- Day to day Operations, Technical office organization, resources selection, acquisition and direction, Issues resolution, Base line documentation, Progress reports
- Estimations, Risk assessment, Change management, Cost and Progress control
- Acquisitions, Mock ups preparation, Production management and supervision, QA Installation teams coordination, Health & Safety plans and assurance
- Supervision of the production and installation to the quality standards, regulations, project requirements, budgeted and time constrains.

### ► Project Closure skills

- Coordination of the site engineering teams in de-snagging activities
- Maintenance Manuals, as-built drawings, warranties, commissioning reports
- Technical, legal & administrative project closure, maintenance staff trainings

Her languages include Polish, Spanish, English, German with some Arabic and French.

Her education includes an Industrial MBA (IT AEREA Business School), a M.Sc. in Regional Development (U of Seville). She's a licensed Spanish architect (Ministry of Education, Spain), licenses Chartered Architect (National Registry of Architects, Poland).

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## TALENTS BIOS



**Miguel Blanco Carrasco**

Project Manager

Miguel Blanco Carrasco has expertise in Strategic Planning & Implementation| Cultural Programming| Event & Exhibition Management Performance Measurement, Talent Development, Strategic Communications, Partnership Building.

He is a highly organized and results driven Project Director with international cultural programming, strategic planning and exhibition management skills. Several years of experience at the executive level within a GCC government cultural agency, responsible for programming, executing and marketing year-long cultural calendars.

He's an entrepreneurial thinker with a proven track record in building and leading high-performance teams. He is an excellent communicator, fluent in English and Spanish with an A1 level of Arabic and a working knowledge of French.

He was the Project Manager (Jeddah Seasons Obhor at ADD Enterprise), a Director Of Operations (Art Institute at Misk Foundation), the Director of Strategic Cultural Relations (Qatar Museums). He also was the Senior Strategy Consultant with Qatar Museums, Doha, Qatar and Ortner Consulting, Abu Dhabi, UAE as well as Associate Consultant, Michelangelo Search, London, UK.

### ► His education is as follows

- 2015 | Centre for Creative Leadership, Colorado, US Professional Development & Leadership Programme
- 2006 | Royal Holloway, University of London, London, UK Master of Science in International Relations
- 2005 | Universidad Complutense de Madrid, Madrid, Spain
- Licenciado en Derecho (Bachelor of Laws)
- 2003 | Université Nancy 2, Nancy, France Certificat d'Études Juridiques Françaises (French & European Law Diploma)





## TALENTS BIOS

### Christopher Williams

Project Manager

Christopher Williams is a Construction Manager, Project Manager and Technical Director. He is experienced, ambitious Construction and Project Manager, Technical Director, Consultant Engineer, Commissioning Manager. +30 year's worldwide track record of coordinating and supervising large scale, temporary and permanent projects within the leisure, hospitality, retail, museum, exhibition and transportation sectors. Specialist Engineer for all required disciplines for construction and fit out of museum and exhibition spaces and Live Concert venues.

Focused on quality engineering, strong work ethic and essential social skills, Chris built up a reputation for handling international projects with attention on Middle East sectors: Kuwait, Qatar, United Arab Emirates and Saudi Arabia for the last +20 years. Directed global production and logistics of events and major touring exhibitions for the Science Museum, London UK, BBC UK live music events and USA based clients, proprietors and developers of major touring and permanent exhibitions acting as Exhibition Fit Out Director, Production Manager and Technical Consultant.

Chris coordinated the with the main contractor – Arabtec, whilst executing Al Raha Beach Residential Resort, Abu Dhabi for the Client H.H. Sheikh Mohammed bin Zayed Al Nahyan. He also managed Interior Fit out and coordinated with the same main

contractor Arabtec, for the leisure and hospitality project at Dubai Park Hotel, Hard Rock Café and Atlantis Nightclub - Dubai for the Client Mohammed bin Sulayem.

In parallel Chris commissioned new and live airport terminals in Abu Dhabi and Jeddah, among others. In November 2015, Chris was appointed as the government approved Construction Manager for Al Salam Palace Museum in Kuwait. In April 2019, he successfully delivered the exhibition fit out contract, to the full satisfaction of the client Al Amiri Al Diwan, Kuwait.

His skills include proficiency in Project Construction, Management, Engineering. Chris offers the highest standards of professionalism, personal and working. His loyalty, dedication and nearly 7/24 service readiness, allowed him to be appreciated by many governmental and private institutions. He has the knowledge, skill set and contacts to implement all aspects of the industry and any project is neither too small nor too large.

Resilient, adaptable, time management conscious, self-motivated, strong organiser, interactive, problem solver, good listener, attention to detail, and excellent communication talent with the ability to work independently and converse freely to explain ideas and plans.

Talents





## TALENTS BIOS

### Christopher Williams

Project Manager

► Chris has extensive technical and educational qualifications

- HNC Electrical & Electronics Engineering – Level 3 & 1,2
- City & Guilds Electrical Engineering Parts 1,2 & 3
- BS5839 and BSEN Standards
- JIB ECS Health & Safety
- He also has London Heathrow & Gatwick Airports Airside Operations qualifications:
- Proficient First Aider
- Electrical Safety Rules – Modules 2 & 1
- Permit 2 Work Authorised Signatory
- Designated Signatory for Airport Life Safety Certification • Fire Safety Training

► His computer skills include

- Microsoft Office Suite
- MS Project
- Adobe Professional
- AutoCad
- AV Network Tools
- EASE Acoustic Simulation

► Chris also has membership with the following industry professional associations

- Professional Light & Sound Association
- Institute of Sound & Communication Engineers
- Joint Industry Board
- Touring Exhibitions Group

TalentS



## TALENTS BIOS



**Sumanthro Ghose**

Program Director

Sumanthro Ghose is the Cultural Programmes Director at Department of Culture and Tourism, UAE.

Sumanthro's expertise includes years of experience as the: Program Director at Department of Culture and Tourism since January 2019, overseeing three strands of DCT Abu Dhabi's acclaimed cultural offerings: Abu Dhabi Art, Abu Dhabi Music and the Culture Summit Abu Dhabi 2019.

He also was the Managing Director at London Design Biennale from December 2017 to December 2018 where he was responsible for development and delivery of London Design Biennale 2018 at Somerset House, London, a critically acclaimed exhibition by leading designers, artists and curators from 40 countries, territories and cities. Participants explored the theme of Emotional States, with thought-provoking and entertaining installations, exhibits and displays from all design disciplines including industrial design, architecture, graphic design, fashion and technology.

He was the Museum Expert/Senior Advisor at Dubai Culture & Arts Authority from March 2016 - June 2017 as the Director of Exhibitions and Programs for the new Etihad Museum that opened in Dubai in January 2017, he managed exhibitions team and delivered opening exhibition 'Emirates to the World: Postal History of the UAE.' Advised Museum Director on all aspects of museum operations including

organizational structure, facilities management, staff training and museum displays and interpretation. He also advised Dubai Government on cultural diplomacy strategy and museums legislation.

He was the Deputy Director, Cultural Diplomacy Programs at Qatar Museums Authority from July 2013 - February 2016 and was responsible for the strategic programming and delivery of the 'Years of Culture' cultural diplomacy projects including Qatar UK 2013, Brazil 2014, Turkey 2015, China 2016 and Germany 2017. Each Year of Culture presented over 50 projects across Qatar and the partner country at leading museums and cultural organizations, delivered in partnership with public and private institutions. The projects explored the contemporary and traditional cultures of both countries and include exhibitions, festivals, performances, educational programs and cultural exchanges.

He was the Chief Executive Officer/Director of Cultural Programs at Asia House from January 2009 - July 2013 and was responsible for the strategic development and delivery of Cultural Programs at Asia House, the UK's leading pan-Asian organization. Events, festivals and exhibitions covering the visual arts, performance, film and current affairs of 40 countries of Asia.





## TALENTS BIOS

### Sumantro Ghose

Program Director

He was the Acting Chief Executive from October 2011 - September 2012, steering organisation through leadership transition and delivering new three-year business plan.

He was also the Acting Chief Executive Officer at Asia House from October 2011 - September 2012; the Acting CEO appointed by Board to steer organization through leadership transition and deliver new three-year business plan.

He was also the Director at Asia House Pan-Asia Film Festival from January 2009 - July 2012 where he developed four editions of this unique festival of Asian cinema.

He was the Public Programs Manager at National Portrait Gallery from September 2006 - December 2008 where he managed the public program of talks, gallery tours, film, performance, workshops and study days for adult audiences.

He was also the Education Consultant at Tate Modern from January 2000 - April 2006.

He was also the Cultural Tourism Consultant at Konzeptours GmbH from June 1996 - December 1999 conducting cultural tours of UK produced and guided for museum clients from Germany, France, US and Switzerland

Sumantro's education includes a Master's Degree, History of Art, 1996 – 1995 from the Courtauld Institute of Art, U. of London, UK.

He also acquired a Postgraduate Diploma, History of Art, 1995 – 1994, Courtauld Institute of Art, U. of London, UK.



## TALENTS BIOS



**Abdulaziz A. Al  
Hegelan**

Project Director

TalentS

Abdulaziz has a Bachelor of Science (2011) in Industrial engineering from King Saud University, Riyadh – Saudi Arabia. He has attended a couple of executive education programs in 2016 in two of the most prestigious universities in the US (Finance & Accounting for the non-financial Managers at Wharton and Business Dynamics at MIT).

Abdulaziz joined Mishkat Interactive centre for Atomic & Renewable Energy (One of TalentS largest operation projects) back in 2013 as a maintenance engineer responsible for planning PMV and spare parts programs, in addition to being team leader to the AV systems and maintenance teams. Within less than three years, he has occupied several management roles that made him an expert in the field of science museums operation. During his work in Mishkat, he has managed several projects and conferences, including the development of a travelling exhibition for K.A.CARE (Mishkat's solo funder), and managing its participation in COP-20 Lima, COP-21 Paris and COP-22 Marrakesh where he acted as the head of delegation during the operational period of these three UN events.

In Feb 2016, he got promoted to deputy executive director looking over all operation, logistics and budget control functions. After less than four years from his joining date and while he was still in his 20s, Abdulaziz was appointed as the Executive Director of Mishkat managing all its functions and making sure

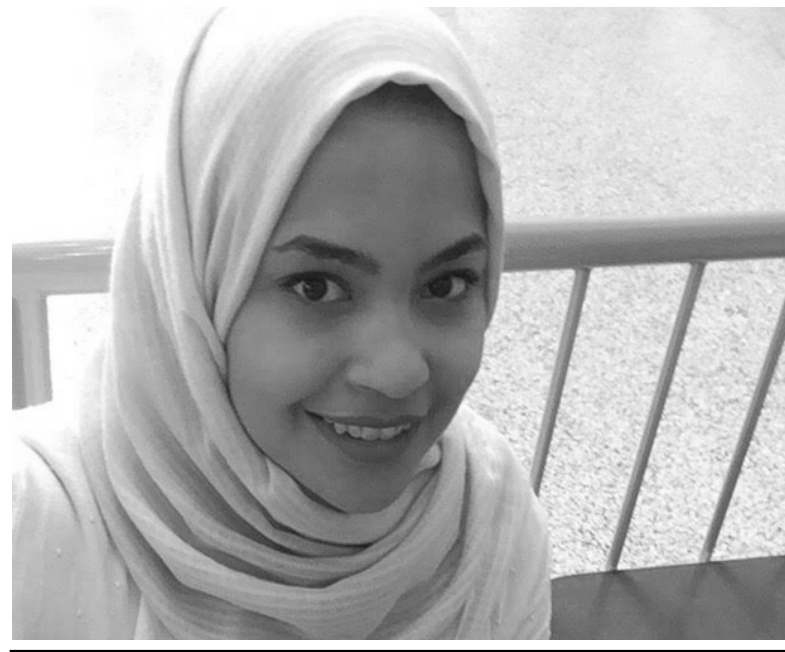
all objectives are achieved.

Abdulaziz got elected in March 2017 as a BoD member at NAMES network (The North Africa & Middle East Science Centers Network) to help shaping the future of museums and science centers in the MENA region, and got elected as president of board a year after for a two years term.

In addition to his role in Mishkat, Abdulaziz works with other departments in TalentS from business development to project management to help ensure best results, and he serves as a consultant and trainer for some educational and science/museum-oriented organizations.



## TALENTS BIOS



**Asma Ragheb**

Business Development  
Manager

Asma's Experience lies in the development of opportunities for Talents to widespread enrichment STEM events/programs, Fab Labs and touring exhibitions/science centre projects. She has worked with several clients in this field by assessing and defining their project parameters, which therefore leads to setting out a plan for its development and making sure it continues to be true to the client's vision and aspiration. Asma is also responsible for achieving a financial target that is set at the beginning of the year and is evaluated quarterly. Work on growing talentS client base and partnerships as well as securing different projects through managing the bidding process as well as proposal development for different clients. She has proudly worked on the bidding process for multiple Saudi Aramco projects such as iRead, SFD, Stemanian, Intermediate STEM, Gifted program, iSpark mobile, Ithra Podcast program and Ithra Talks. Other major projects and clients she worked with are Sabic, CITC, GEA, SCTH, KACARE, KAST, KEAC, KAPSARC etc.

Asma also has project management and operations Management experience she managed Tanween festival for Ithra, Saudi Aramco which was a complex event that brought in 14 international renown experience from all over the world and she was responsible for the successful installation delivery and management of the project . In 2015 she was Fab Lab Dhahran operational manager with her main role being the management of day-to-day operation on

Fab Lab female days though: managing, hiring and training the female Fab Lab team and volunteers, continuously refreshing workshop content, and planning for upcoming programs and events.



## TALENTS BIOS



**Heba Khalid  
Al-Dossary**  
PMO Head

Heba is the PMO Head at National TalentS™ Company. She is responsible to ensure the desired results of projects operated by the company. Heba worked as the Learning Manager as well as the Science Communications Head with the National TalentS™ Company. She's been with the company for 9 years and has extensive technical background in subjects, and utilizes her knowledge in the development of visitor learning experience at museums. In addition to that she worked at Energy Exhibit science centre operated by TalentS™. She received her Bachelor of Arts degree in

Computer Science from King Faisal University in 2009. She's received additional training in the following areas of study: PMP Exam Preparation Course (2018), Primary and secondary Care CPR/First Aid (2017). In 2016, Heba attended 43 STEM workshops delivered by Huston Museum for Natural Science. She studied the strategies of delivering STEM concepts and earned her Six Sigma Green Belt Certificate.

Heba's key qualifications include leading, developing and implementing learning strategies and program plans which support the Science Exhibit mission, in addition to Audience Development strategies and related KPI's. She was involved in the following projects: Scientific discovery box (2011), Mobile Science Centers (2014), the Gifted program (2015) and since 2016, the Saudi Aramco Energy Exhibit.

Since 2016, Heba, as the Learning Manager and Science Communications Head, has worked for the National TalentS Company, assuring growth in both quality and quantity of learning programs delivered across all brands and in cooperation with brand directors and their senior staff. She led learning teams within and across all Exhibit functions, including onsite and offsite activities, to excellence levels required in program development and delivery. She also ensured that Exhibits were a leading example of public-science engagement not only in Saudi Arabia, but on international stages as well.

She began as a Training and Curriculum Developer with TalentS back in 2011, where she facilitated and guided visitors' learning experiences through hands-on activities. She staffed the interactive galleries, encouraging youth engagement and interpretation, to present the scientific content as appealing, accessible and educational. She also performed structured science shows and workshops to school groups and families, in addition to designing and creating STEM workshops and setting the learning objectives.





## TALENTS BIOS

### Sahar Maher Alrabie

Operational Manager

Sahar is an accomplished IT Engineer with 5 years' experience in technical, operational and project management roles. She is currently an operations manager at National Talents and holds the position of Operation Manager at NEOM Experience Centre, where she has worked since July 2019. She successfully hosted many VIP visits with positive feedback. She worked closely with the client and International agencies and suppliers to successfully complete installation, final commissioning, and open the facility; and developed and agreed processes and procedures with third parties for scheduling visits, facility maintenance and technical maintenance. Sahar maintained the flow of service, planned visits, managed vendors and documented manuals for future use and adaptation. She organised and coordinated the successful Mobility Summit at the NEC, working closely with RAA, the international events management company. Previously she was the operations manager at Fakieh planetarium.

Sahar is a confident communicator, comfortable dealing with clients and suppliers at all levels. A motivational leader who creates positive working environments where groups and individuals can excel to achieve clearly defined goals. She is highly adaptive, thriving on change and problem solving. She demonstrates a high level of social intelligence and charisma, and practices sustainable development and self-government. She has a BSc Communications,

Electronics and Computer Engineering, and an MSc Electronics and Communication Engineering (5G Telecommunication) with skills of Audio-visual, fluent in spoken and written English and Arabic.

Talents





## TALENTS BIOS

### Nassir Al-Mangour

Technology and Maintenance  
Head

- ▶ Nassir AL-Mangour is the head of Maintenance and Operation for six Years at Mishkat interactive center in Riyadh, Where he is responsible for daily operation of all of the Exhibits and the auditorium. Working closely with the Maintenance team he works on resolving (on the spot) issues and failures to the Exhibits to maintain a constant level of smooth operation. Interested in all manner of technology and gadgets so upgradability is always on his mind.
- ▶ Nassir AL-Mangour is up-to-date on all the latest technologies and equipment in the field of science exhibits and events, Reviewing Exhibit technical manuals & researching new and exciting ways to Wow visitors to the site.
- ▶ Nassir AL-Mangour has a letter of thanks from the mister of petroleum for his work in Saudi 2050 and toured with the same traveling exhibit to two Gulf countries and multiple cities inside the kingdom.
- ▶ Nassir AL-Mangour can help in Equipment/tools procurement , Exhibit Hardware/Software upgrades reduce cost by monitoring daily operation and sourcing local parts
- ▶ Nassir AL-Mangour Enjoys digital entertainment / Gadgets



## TALENTS BIOS



**Mohammed Ahmed  
Al Senwar**

Director of Maker Space and  
FABLAB Projects

TalentS

is currently the Director of the Maker Spaces and FabLabs Department with National TalentS™ Company for Training and Education in the Kingdom of Saudi Arabia.

He has an extensive technical background in robotics and mechatronics, utilizing his knowledge in the development of multiple STEM based educational programs such as Arduino (Microcontroller), as well as the Fabrication Labs (FabLabs) located in Dhahran, Jubail and Hail.

In addition, he also worked on designing technical activities for many of the CSR Projects which were operated by National TalentS™. Mass acquired his B.S. degree in Engineering, majoring in Mechatronics the October 6 University, in Cairo, Egypt. Mass certified from FABLAB organization too.

Mass has managed several technical and educational programs effectively since 2011, including:

- ▶ the Robolympics Project 2012
- ▶ the Tinkering Studio Project 2014 ,2013 ,2012
- ▶ the FTC (First Tech Challenge Robotics Competition in 2012 and 2013)
- ▶ the FABLAB Jubail, FABLAB Dhahran, FABLAB Hail
- ▶ the Saudi Aramco employees Volunteerism Award (EVA)
- ▶ the STEMania project 2017 ,2016

- ▶ SABIC Summer Innovation Program ( 2016,2017,2018)
- ▶ Maher Project with Tetco (Building and operation 40 Labs @ Schools) 2019 ,2018
- ▶ Tetco 50 Digital Labs
- ▶ Maher 2019 Tetco 70 Labs
- ▶ luminarium (Architect of Air) 2019 at Tanween program with Saudi Aramco
- ▶ Riyadh Startup hub (Manager Director)
- ▶ Mass's maker extensive abilities have led him to participate in several Fabrication workshops, including:

- Laser Cutter
- 3DPrinter
- Electronics
- Robotics
- Vinyl Cutter
- Milling Machine and CNC Machine at the FabLab in Vestmannaeyjar, Iceland

He has also worked on setting up FabLab Reykjavik, FabLab Dhahran and FabLab Jubail where he also conducted advanced technical workshops.



## TALENTS BIOS



### Asma AlDabal

Head of Design and Multimedia  
Department

Asma is an interior/exhibition designer leading TalentS Design Department; and is responsible for exhibition design for many clients. She's passionate about creating environments that are beautiful in every detail while serving as functional spaces. Specifically, Asma desires to showcase the richness of her nation so that Saudis and the rest of the world can gain a greater understanding of the breadth and depth of who they are. Exhibition design, is an important window into this work for her; working with different organizations to achieve this goal by leading the design team at TalentS to design and fit out permanent and temporary exhibitions and visitor centers across Saudi.

Asma graduated from College of Architecture & Planning, University of Dammam with a Bachelor's degree in Interior Architecture. Asma completed an MFA degree in Design with focus on Exhibition Design University of California, Davis. Her thesis focused on «Using Social Media in Exhibition Environments to Engage Young Visitors».

Asma worked for the Design & Identity development team for Saudi Aramco's iDiscover & iSpark programs, and for TalentS. She also worked as a Coordinator of Enrichment & Cultural Activities at the Saudi Aramco Gifted Students Aspire Program, and as a Teaching Assistant at University Of California Davis and the University of Dammam.

Asma joined the UC Davis team in the solar decathlon competition for the US Department of Energy. She was part of a team from different backgrounds and various fields. Putting together a plan and having the flexibility to explore various scenarios helped us resolve challenges and obstacles that might arise once projects are implemented in real contexts. This is teamwork: one of the most important qualities to have as an exhibition designer. Asma showed and presented her work at Manetti Shrem Museum of Art, and UC Davis Design Museum, Davis CA USA and at The Impact Hub, Oakland, CA USA.

As a Head of the Design and Multimedia Department, she is responsible for developing and managing all aspects of TalentS designs and creative outputs. Working with a team from different design fields to ensure design and creative deliverables are aligned to client expectations and meeting TalentS standards which are executed within budget and time expectations. She is also involved in working with other departments for pitching designs, and understanding client needs. Asma is Influencing design thinking and providing quality control over design outputs and productions. She's responsible for developing visual designs and implementing new processes and practices to improve efficiency of the Design and Creative Department.



## TALENTS BIOS



### Rupert Tappin

Country Manager for Talents  
UAE

Rupert has been the Country Manager for Talents UAE since 2018. He works across a number of projects in a Project Director capacity.

He started his career at the Science Museum, London as an Explainer in the Museum's interactive galleries, delivering shows and workshops to broad audiences. He completed a degree in chemistry and French and soon moved to project managing the delivery of contemporary science exhibitions and coordinated international tours. As the interest in hands-on science centres grew, Rupert moved to the team that developed @Bristol, a new science centre being designed for Bristol in the UK, including many of its interactive exhibits and experiences.

With this background in project management, communication and influencing, Rupert entered the charity sector. He founded his own companies which helped raise money for charities from the general public, establishing regional offices throughout the UK and managing a workforce of almost 200 staff. The analytical side of his work helped charities better understand their donors and motivations for giving, delivering insight and innovative solutions in fundraising.

In 2017 Rupert rekindled his interest in education and learning and joined Talents UAE where he has been working to build the client-base and reputation of the company in the creation of inspiring visitor

experiences. He works across a number of projects in a project direction capacity, including the mediation services for both the Louvre Abu Dhabi and Qasr Al Watan, The Presidential Palace in Abu Dhabi. In Dubai, Rupert has been instrumental in securing key contracts with Expo 2020, including the operation of the UK Pavilion, the UAE Pavilion & educational programming for the Sustainability Pavilion. Rupert is now focussing on broadening the reach of Talents UAE, by focussing on applying our visitor experience expertise across not only the cultural, heritage, scientific sectors but also the corporate sector, including clients such as BASF.





## TALENTS BIOS



**Josephine Mees**

Project Manager

Josephine is a UAE resident with a background in Art History, PR & Marketing and Project Management. She joined Talents UAE in 2017 as an Art & Engagement Mediator at Louvre Abu Dhabi, facilitating tours and workshops for various audience groups such as adults, families, schools and VIPs. After gaining valuable hands-on experience in this visitor facing role, Josephine joined Talents UAE management team as Project Manager.

Over the past two years she has led a range of small to large-scale projects such as Management of the Mediation Team at Louvre Abu Dhabi, the recruitment, training and management of the bilingual guiding team at Qasr Al Watan (Presidential Palace, Abu Dhabi), customer service training for the Traineeship Programme for National Pavilion UAE (Venice Biannual) and the coordination and delivery of the BASF Hothouse Challenge – a series of workshop for schools visiting the 2018 Solar Decathlon Middle East.

Currently, she is working on Expo 2020 projects such as UK Pavilion: HR Staffing – Recruitment, training and management of front of house staff and UAE Pavilion- Stage 1: Front of House Operations.



## TALENTS BIOS



**Anthony Richards**

Operations and Training  
Consultant

Anthony has 30 years of experience in cultural destinations focusing on the visitor experience. As the former Head of Learning Operations at the Science Museum, London, Anthony managed the team responsible for facilitation and visitor programming for 3.5 million visitors a year. In this capacity, he worked and advised other institutions including the Exploratorium (San Francisco), the Natural History Museum and many international visitor centres.

With Talents UAE, Anthony has built and trained teams worldwide in learning and programming. He has particular expertise in the Gulf introducing a new style of interpretative facilitation and active learning to traditionally formal learning environments. He developed a full educational programme for Mishkat Science Center, including workshops and storytelling for under 6s and an award winning animated film - Saving Joule.





## TALENTS BIOS

### Owain Davies

-

Owain has 20 years' experience in creating interactive exhibitions, educational materials and programmes for museums, science centres, visitor attractions, cultural institutions and corporate organisations around the world. With a thorough grounding in every aspect of the operation and senior management of an internationally recognised educational visitor attraction he brings a deep understanding of audiences, content delivery and interpretational strategy.

Owain began his career as a curator and exhibition developer at the Science Museum London. He then joined its expanding commercial team delivering projects in the UK, USA and Azerbaijan.

In 2005 Owain joined the Life Science Centre then later moved to Technquest, the UK's longest established science centre, as Creative Director. At Technquest he led international commercial projects for 11 years, secured and delivered projects valued at over 6£m, provided consultancy, masterplanning, strategic planning and exhibition design for visitor attractions, museums and science centres around the world.

At KCA Owain manages projects and advises on areas including exhibition development, interpretational strategy, strategic planning and staff operations.

## TALENTS BIOS



**Ashjan A. Shakir**

Project Manager

Ashjan is a Project Manager with National TalentS™ for training and education in the Kingdom of Saudi Arabia.

She joined the team in 2014 bringing a rich experience in project management and strong leadership skills, throughout the years she played different roles in multiple projects starting from being an operation manager for iSpark project for Saudi Aramco to being a Project Manager for more complex projects like Energy Exhibit. This includes planning science workshops content, managing resources with a very dynamic schedule based on the client demand and quality of the project output, her work is appreciated by Saudi Aramco who depends a lot on her experience and leadership.

She has a first honor master degree in the Instructional Design and Technologies (IDT) from Emporia State University, KS. She also received multiple training in the required fields like PMP exam preparation course, Primary and secondary care CPR/ First Aid, she also attended Six Sigma Green Belt Certificate.

Since 2014, Ashjan played different roles in the company handling multiple complex projects like:

- ▶ iSpark Project 2014
- ▶ Mobile Science Center 2014
- ▶ Gifted Program 2015
- ▶ Energy Exhibit 2017 -2016

- ▶ STEMania 2019 -2018
- ▶ Ithra Summer Camp 2019
- ▶ Tanween program 2019 with Saudi Aramco ( Kaleidoscope)
- ▶ Tanween program 2019 with Saudi Aramco (Ada room)
- ▶ Area9 Project 2019





## TALENTS BIOS

### Hana Alrabghi

Head of Creative Learning  
Division

Hana has a bachelor of Botany and Microbiology from Dammam University. She has 11 years of experience in academic, institutional environments and higher education, and over 7 years of experience with National Talents Company in learning & training and content management. Hana has extensive experience in learning and development and mapping & designing the learning journey. Her various leadership journeys has allowed her to develop a proven understanding of teaching, program/curriculum design, operational effectiveness, capacity building, and management.

Her expertise includes successfully identifying training and learning needs, creating training and educational programs, implementing hands-on and e-learning strategies, and building competencies of learners, facilitators, and trainers. Throughout her career, She has demonstrated a keen ability to anticipate and evaluate learning and development needs and roll out curricula and courses to achieve corresponding objectives. Hana is passionate about travelling & learning, immersive and multisensory experiences and takes pride in employing creative solutions and facilitating strategies to engage learners and also team members fully in the learning process and experience and support their personal, professional, and academic development.

Hana joined National Talents Company in 2013 and currently is the manager of the creative learning division. Her role includes:

► **Designing and Implementing**

- Learning experiences for educational programs,

summer camps, & events, in addition to mapping the visitor journey in museums and visitor centers & museum exhibits conceptual designs.

- Training programs to train staff on delivering the learning experiences and on improving and mastering essential training skills and communication.
- Evaluation plans and assessment tools involving a variety of methods.

► **Managing**

- The department's employee training and professional development.
- Educational meetings and events to achieve the objective of creating meaningful learning experiences for different groups of learners

► **Meeting and Overseeing**

- Training sites to oversee the use of training and to ensure meeting the trainers' as well as the end-users' needs.
- Sustaining the quality of the provided services
- Clients and stakeholders during the phases of initiating the program, reporting progress, and closing projects and lessons learned sessions.

► **Researching**

- New training & professional development methods and best international practices in designing and delivering meaningful learning experiences
- New learning technologies and up- to- date potential educational methods and equipment

## TALENTS BIOS



**Mohammad  
Ruhaiyem**  
Project Manager

Mohammad has valuable knowledge in planning and developing immersive experiences and programs that are related to education, entertainment, arts, science, and culture. He has a deep understanding of the local market and audience. He has a strong ability to curate content through a design thinking approach. Basically, he sees challenges as opportunities. And his attitude toward work is to get the job done with the highest standards, and professionalism.

### ► Experience

- Edutainment Advisor Freelancer | VRO - Ministry of Health (2020- 2019)
- Lead of Health Edutainment Intervention
- Business & Project manager | National TalentS Co. (-2018Present)
- PM - Experience Center - PIF giga project (NDA)
- PM - Asir Temporary Exhibits (SCTH)
- Co-Founder | Blue Creative Studio (2019- 2016)
- Recruit Talents Based on Projects
- Communicational and Strategic Planning
- Senior Project Manager | Mishkat Interactive Center (2018- 2011)

### ► Partnership Experience

- Educational film exchange with Energoland Center at Mochovce, Slovakia 2018
- Setup a Program for Saudi youth with Center of Alternative Technology, Machynlleth, United Kingdom 2017 -2016

- Educational film license with National Geographies Films, United States. 2016-2015

### ► Education

- Design Thinking, Droob online platform Jun 2020
- Tele-Work: Setup, Communication and Problem-Solving Sep 2018
- Apply “STEM” in Classrooms, ECSME, KSU Riyadh, KSA Dec 2017
- The Executive Team, Johns Hopkins, Riyadh, KSA Apr 2012
- Master of Science “Developmental Cell Biology”, University of Sussex, UK Sept 2010
- Bachelor of Science “Microbiology & Plant”, King Saud University, Saudi Arabia Oct 2008





## FUNCIÓN DIGITAL BIOS

Roberto Álvarez

- Electronic Engineer, UBA, Argentina
- Technical Director in various IT companies. Since 2011 in charge of the Regional IT Department at Funcion Digital
- 10 years of experience in networks, networking, CISCO
- Design and implementation of more than 10 digital cities in Argentina
- Design and implementation of wireless networks in large cities
- Implementation of Satellite links for International networks
- Design and implementation of Security Systems for major events such as Sports Events in Soccer stadiums in Latam
- Engineering Development for Large commercial offices, networking systems and networks throughout Latam



## FUNCIÓN DIGITAL BIOS

Javier Ferreira

- BA in IT Systems, Kennedy University, Argentina
- Project Management Program, National Technological University (UTN), Arg
- Project Director Expert Program, PM Value Institute, US
- Management Program, Argentinean School of Business
- BPI Program, National Technological University (UTN), Argentina
- Agile Framework, Product Owner, Design Thinking, UTN, Argentina
- Regional Sr. Manager at Centurylink Inc.
- Regional Manager, Strategic Planning and Transformation at Level3 Communications
- Regional Sr. IT Manager at PPG Industries
- Project Engineer, Industrial Control System Automation, ABB (Asea Brown Boveri)





## FUNCIÓN DIGITAL BIOS

Felipe Castillo Pérez

- Electronic Engineer Mention Telecommunications, Rafael Belloso Chacin University, Venezuela
- Network Infraestructure Cabling Deploy Certification
- RICXI 150 Ruckus ICX Implementer Accreditation
- Cloudpath 5.1 SE and Partner Assessment Accreditation
- SmartZone SE & Partner Assessment Accreditation
- Wired Portfolio ICX Sales Engineer Pre-Sales Training
- Wired Portfolio ICX Sales Training
- Wireless Portfolio Sales Engineer Pre-Sales Training
- Wireless Portfolio Sales Training
- CCNA Cisco ID: CSC012475777
- CCNA Exploration: Accessing the WAN
- Previously worked as Field Engineer at Estrella Constructions, United States; Operations Coordinator at Gandalf Communications, Venezuela; IT Manager at Ingeniería Hospitalaria in Venezuela; Field Engineer at Besser Solutions among others.
- Run regular checks on network and data security. Troubleshoot hardware and software issues. Improve and update software and systems. Installation, configuration and maintenance of systems.



## FUNCIÓN DIGITAL BIOS

Alejandra Dold

- BA in Maths and Physics, Universidad Abierta Panamericana, Argentina
- BA in Educational Management, CAECE University, Argentina
- PhD in Educational Psychology (4 years), UCA, Argentina
- Postgraduate Diploma in Legal Representative and Management, Austral University, Argentina
- Post degree courses in Harvard University, Escuela de PNL, UBA (BsAs University)
- Member of different organisations (Neurolab Marin, ONG Board Argentinean Ministry of Education, ONG Group of Argentina, Judge and member of the Committee of the National Mathematics Olympics)
- Speaker in different seminars and conferences, written 12 books on education and was interviewed in different newspapers and radios.





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