



Amier Al Awadhi

Head of Customer Relations Management, Masdar City Free Zone

Amier Al Awadhi is currently leading customer relationship management for Masdar City Free Zone, engaging and providing business opportunities and investments in the capital of the UAE.

Amier is pioneering ways to attract companies, ranging from start-ups to multinationals, and encourage them to establish their business at Masdar City Free Zone. He has successfully managed to increase the free zone's business portfolio to over 820 companies, including Siemens, Honeywell and Lockheed Martin.

Amier brings more than 16 years of experience in business development and relationship management to the free zone. He has in-depth knowledge of international business research, sales and marketing, franchising, strategy, project management, financial management, and real estate and company development.

Prior to Masdar, Amier was employed by the National Bank of Abu Dhabi (NBAD) to spearhead the establishment of NBAD's real estate arm – the Abu Dhabi National Properties (ADNP). Amier was appointed as ADNP's Deputy General Manager and Vice President.

Before this, he was employed as head of special projects with Dubai World – Dubai Maritime City, as senior sales manager with Dubai World's Nakheel, franchising manager with Dubai Development Investment Authority, and as relationship manager with HSBC.

A UAE national, Amier graduated from the University of New Hampshire, US, with a Bachelor of Science specializing in International Business Management.