



MR. PIERRE CHOEIRI

Chairman and CEO
Choueiri Group

Following his graduation from AUB (American University of Beirut) in Lebanon, with a Bachelor of Science in Economics, Pierre embarked on his career in the late 80's with "Al-Ain Media Management" (1988), before transitioning to "Tihama MEMS" and "Regie Vision".

In 1994 and proceeding that experience, Pierre moved to Dubai to establish Choueiri Group's most prominent group of companies and associated Media partners. Settled and based in Dubai, Pierre simultaneously overlooked the Group's regional headquarters as Group Managing Director, and subsequently as CEO in 2007. Last but not least, Pierre assumed his current role as Choueiri Group's Chairman and CEO in 2010.