



Raki Phillips

Chief Executive Officer (CEO), Ras Al Khaimah Tourism Development Authority

As CEO of Ras Al Khaimah Tourism Development Authority (RAKTDA), Raki Phillips is responsible for the continued growth of the Emirate as a world-class tourism destination. This includes collaborating with key partners, regulating standards within the sector, developing the Emirate's tourism infrastructure and creating sustainable investment opportunities. In addition to improving the competitive performance of the tourism sector, Phillips is also tasked with the economic and social prosperity of Ras Al Khaimah while enhancing the quality of life for all its residents.

Phillips is an award-winning hospitality veteran and a serial entrepreneur with over 20 years of experience working with some of the world's most renowned brands including Ritz-Carlton Hotels, Fairmont Raffles Hotels International (FRHI) and Universal Studios Orlando as well as pioneering a game-changing online dessert concept – SugarMoo- in the Middle East. Phillips, an American national and a fluent Arabic speaker, has a great understanding of the region having worked in the Middle East since 2005 and was recognized by Hotelier Middle East as one of the 'Top 20 Most Powerful Arab Hoteliers'. His previous role as Senior Partner and Senior Vice President of Development with International Hospitality Consulting Group (INHOCO), saw him develop hotel project pipelines exceeding \$5 billion in assets and negotiating multimillion-dollar hotel deals for global luxury brands in over 25 markets worldwide.

Phillips is a member of the Executive Board of RAK Airport. He holds a Bachelor of Science in Business Administration from the University of Central Florida, and a MBA in Organizational Management from the University of Phoenix in Orlando.