



Abdul Samad

Director of Planning & Operations

Events & Exhibitions · 20+ Years' Experience · MBA Operations Management · Events · AV & Immersive · Print & CNC · IT & Digital

Director of Planning & Operations with 20+ years of experience, including nearly 16 years with PRIMIA International, where he leads the planning and delivery of exhibitions and events in Saudi Arabia. A technology enthusiast with an electronics background, he built two divisions for PRIMIA from scratch: Creative Immersive Content & AV (pixel LED screens, immersive technology, event AV rentals) and a full digital printing studio with a CNC department.

20+

YEARS OF
EXPERIENCE

16

YEARS WITH
PRIMIA · SINCE
2010

2

DIVISIONS BUILT
FROM SCRATCH

MBA

OPERATIONS
MANAGEMENT

CONTACT

LOCATION

Dammam, Saudi Arabia

LINKEDIN

linkedin.com/in/samadsaudi

EDUCATION

MBA in Operations Management
Asian International University

Bachelor of Business
Administration (BBA)
Rabindranath Tagore University

Electronics & Communication
Engineering
Anna University · 2006

Advanced Diploma in Multimedia

Diploma in Web & Graphic Designing
Delight Media, Kollam · 2005

SKILLS

Events & Exhibitions

Exhibition planning · Event
operations · Content direction

Leadership & Operations

Operations management (MBA) ·
Project scheduling · Budget & cost
control

AV & Immersive Technology

Pixel LED screens & video walls ·
Immersive technology · Event AV
rentals

Digital Printing & Fabrication

Large-format printing · UV & DTF
printing · Direct printing

IT & Systems

IT infrastructure · Web hosting (Linux
VPS, Plesk) · App development

Design & 3D Tools

Photoshop · Illustrator · CorelDRAW

LANGUAGES

English · Arabic · Hindi · Malayalam ·
Tamil

EXPERIENCE

Director of Planning & Operations

Dec 2010 – Present

PRIMIA International · Saudi Arabia

- Leads planning and operations for exhibitions and events, from client brief to on-site delivery and handover.
- Sets project schedules, resources and budgets, and tracks progress against them across several projects at once.

ADDED VALUE · BUILT & RUN AT PRIMIA

**Creative Immersive Content & AV
Division**

**Digital Printing Studio & CNC
Department**

**Content Direction for Large-
Scale Projects**

IT Infrastructure & Digital

Procurement Coordinator

2010 – Nov 2010

Pleasant Wishes · Dammam, Saudi Arabia

Coordinated procurement for a Dammam building-materials company: purchase requests, quotations, purchase orders and supplier follow-up.

Design Head & System Administrator

3.5 years

Spectrum Creations · Chennai, India

Led the design team on interior, graphic and web projects: briefed each project, then reviewed and corrected every design before submission.

Web Developer

Future Forest · Kochi, India

Designed, built and maintained client websites and web graphics.

Multimedia Tutor

2006

Vismayam · Kerala, India

Taught multimedia, graphic and web design through hands-on student projects.