

Raki Phillips
Chief Executive Officer
Ras Al Khaimah Tourism Development Authority

Raki Phillips, CEO of Ras Al Khaimah Tourism Development Authority (RAKTDA) since Raki Phillips, CEO of Ras Al Khaimah Tourism Development Authority (RAKTDA) since June 2019, brings a wealth of industry experience to aid the continued growth of Ras Al Khaimah as one of the fastest growing destinations in the world and will spearhead RAKTDA's drive to attract 3 million visitors by 2025, while developing the Emirate's tourism infrastructure, creating sustainable investment opportunities and enhancing the quality of life for Ras Al Khaimah's residents.

Phillips is an award-winning hospitality veteran and serial entrepreneur with over 20 years of experience working with some of the world's most renowned brands including Ritz-Carlton Hotels, Fairmont Hotels & Resorts and Universal Studios Orlando. He was recognized & published by Hotelier Middle East as "Top 20 Most Powerful Arab Hoteliers".

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 specifically in the UAE since 2007.

Phillips joins RAKTDA, the authority tasked with establishing Ras Al Khaimah as a world-class destination for leisure and business travel, from the Dubai based International Hospitality Consulting Group INHOCO, where he was Senior Partner and Senior Vice President of Development. In this role he developed hotel project pipelines exceeding \$5 billion in assets and negotiated multimillion-dollar hotel deals for global luxury brands in 12 countries and 26 markets.

As well as launching and developing hotels globally, Phillips is one of the Co-Founders of Earth Hotels a sustainable, tech-forward and design centric hotel concept.

Phillips is also an expert in the food & beverage sector and was behind several successful concepts including Hard Rock Live Orlando and Noire the Middle East's first Dinner in the Dark restaurant. He is also the Co-Founder and former CEO of SugarMoo Desserts, Dubai's first online dessert delivery bakery that has expanded from a home grown UAE concept to a popular regional brand in multiple countries including KSA & Oman.

He holds a Bachelor of Science in Business Administration and an MBA in Organizational Management.