



HE Maitha Al Mahrouqi
Undersecretary, Ministry of Tourism, Oman

Her Excellency Maitha AL Mahrouqi was appointed Undersecretary at the Ministry of Tourism, Sultanate of Oman, effective October 2011. As such, she assists His Excellency the Minister in the overall management and overseeing of tourism in the country. Simultaneously, Her Excellency has direct responsibility over major projects, such as the new long-term vision of the tourism strategy for Oman, as well as the implementation of the tourism projects which stemmed from the Tanfeedh initiative, for the enhancement of economic diversification of the Sultanate.

Earlier, Her Excellency spent more than a decade in the aviation industry. Working at Emirates Airlines in the Kingdom of Bahrain first, she had accountabilities in the sales and marketing functions, then became the Corporate Executive at Emirates Airlines, being in charge of all the airline's corporate accounts in Bahrain. As the Business Development Manager of Gulf Air in Bahrain, she developed the business strategy in that market. Upon her return to Oman, she was appointed General Manager of Gulf Air in the Sultanate. Her Excellency then moved to Oman Air as the Country Manager for Oman. With the rapid airline expansion plan, she managed the crucial Muscat hub.