

SHAHRZAD MALLAK

Senior Producer | Events, Media & Entertainment |
Senior Operations Manager | Broadcast & Film
Specialist

With 18 years of successful international experience in media, events, and entertainment, I have led large-scale projects for globally recognized organizations, such as Expo 2020 Dubai, 6 Olympic and multiple Paralympic Games with the Olympic Broadcast Center, Foxtel, Abu Dhabi Film Commission, NEOM, MBC Group, Mercedes Benz. I specialize in end-to-end production, operations, creative direction, managing high-pressure environments with creativity, diligence, and exceptional leadership skills. Inspired by Maya Angelou's words, "I come as one, I stand as ten thousand," I lead with unity and focus on achieving success as a team.

contact



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UAE



[Shahrzad Mallak](#)



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education

- Bachelor Degree Double Major
- Bachelor of Arts & Media Communication
2001-2006
University of Wollongong Australia
- Video Production & Film Studies Major
2004-2006
University of New South Wales
Australia

professional skills

- Creative Producing
- Operations Director
- Project Director
- Studio Producer
- Line Producer
- Live Olympic Broadcast Production
- TV Production

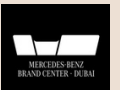
Professional Experience

- Paris 2024 Olympic & Paralympic Games – Paris
Production & Technical Personnel
July - September 2024



- Worked as Production & Technical personnel and Producer with Olympic Broadcast Services (OBS), supporting commentators at the venue to ensure the smooth process of daily sports event commentating, resolving onsite technical issues and maintaining the highest standards of on-air quality control.

- Mercedes-Benz Brand Center – Dubai
Senior Event & Operations Manager
January - July 2024



- Led the planning and execution of diverse programs, my role spanned from creative planning to on the ground execution. successfully delivered a wide range of events, including art exhibitions, cultural programs, and entertainment experiences, ensuring each event captured the essence of the unique venue and provide an unforgettable experience for attendees.

- Dubai Fitness Challenge Events
(Dubai Run, Dubai Ride, Dubai SUP)
Senior Operations Manager
August to December 2023



- Successfully led the planning and execution of large-scale events, including Dubai Run with a quarter of a million Participants, adidas Guinness World Record, Dubai Ride with 35,000 Cyclists, Dubai Stand up Paddle with 1,000 participants. Worked closely with Dubai Economy and Tourism and our team at Linkviva, to ensure an experience for all participants. From operational planning to on-ground execution, my efforts contributed to smooth event delivery and successful outcomes.

- Expo Fan City & Expo Hai Ramadan at Expo
City Dubai
Operations Director
October 2022 - May 2023



- Operation Liaison with Brag and Expo City teams for the events taking place at Jubilee Park, Al Wasl & Mobility district. Responsible for all the pre-event operational planning and documentation from permits, operation plan, crowd management plan, site access and preparation of the setup.

personal skills

- Reliable
- Natural Leader
- Diligent
- Creative and Inspiring
- Productive
- Empowering

achievements



● EXPO 2020 Dubai UAE Production & Venue Manager September 2021-April 2022



- Main liaison with Event & Entertainment and Site Operations teams for all the events taking place in the Al Wasl Plaza, overseeing production, planning, and delivery of various events with artists like Alicia Keys, Coldplay, and Black Eyed Peas, Nancy Ajram, Ragheb Alama, Kadim Al Saher, and many more.
- Responsible for all pre-event production documentation, team coordination, crowd control, and worked closely with external stakeholders like Dubai Police for safety protocols.
- Accountable for venue management, including staff supervision, event control, and emergency procedures.
- Successfully delivered other key content events including Sami Yusuf Concert, Cartier Opening Ceremony, Diwali Show, UAE Flag Day, UAE National Day, Nissan Event, Omar Khairat Concert, Police Graduation Ceremony, and many daily live programs.

● NEOM MEDIA in City of NEOM, Saudi Arabia Production Manager October 2020 - July 2021



- Managing and supporting various productions such as MBC, Vogue Arabia, Rotana TV, Elle Arabia, Niche Arabia, Sayidaty Magazine, Saudi Style Council and more, filming on the ground of NEOM.
- Successfully contributed to the establishment of NEOM Media Sector/Hub with the Media Team.
- Working closely with production companies, technical crew, suppliers, vendors, and different sectors in the process of establishing the Media Department.

● Olympic Broadcast Services (OBS) and FOXTEL Production and Venue Commentator Manager



- PARIS 2024 Summer Olympic & Paralympic Games, Paris, France
- TOKYO 2020 Summer Olympic & Paralympic Games, Tokyo, Japan (delivered 2021)
- PyeongChang 2018 Winter Olympic Games, PyeongChang, South Korea
- Rio 2016 Summer Olympic Games, Rio, Brazil
- London 2012 Summer Olympic Games, London, UK
- Delhi XIX Commonwealth Games, Sydney Australia
- Sydney 2000 Summer Olympic Games, Sydney Australia

● Reed Exhibitions - RX Events

Event Operation & Accreditation Manager



- World Future Energy Summit (ADSW)- Reed Exhibitions & Masdar - 2017, 2018, 2019
- Sir Bani Yas Forum - Reed Exhibitions and UAE Ministry of Foreign Affairs 2016, 2017, 2018
- Abu Dhabi Jewelry and Watch Show - Reed Exhibitions - 2018

● FOXTEL Australia Production, Studio & Post Facilities Manager 2008-2013



- Managing the day-to-day workings and bookings of the whole production team, and overseeing the smooth operation of all productions.
- Organizing various projects in Postproduction - including the sound and mastering edits of live, tight turn around productions.



FILM & TV PRODUCTION

● TV/Online Programs

Producer | Production Manager



- Rashash (MBC Action Drama Series) - MBC studios, UAE | February – August 2020
- The Umbrella Academy (NETFLIX Series) - Tomorrow Film, Dubai | February 2019
- Iftah Ya Simsim Season 1 & 2 (Children Program) Arabic Sesame Street - Bidaya, Abu Dhabi December– March 2014 & 2017
- The Amazing Race USA (Reality TV Show) - Navigation Films, Dubai November–December 2015
- Successfully delivered other key productions including FoFo Figgly Show, Money Bedraget Danish TV Drama. Bold & the Beautiful American TV Soap Opera, Top Gear UK – Twofour54 2013-2015

● Corporate Video Production

Producer | Production Manager



- ITHRA “Tanween” (Creative content Producing & Consultancy Full Filming Coverage + Live YouTube Broadcast) - Hill+Knowlton Strategies, Dubai & Dammam Saudi Arabia | Septemebr -November 2019
- ADNOC “Energy for life”(Documentaries) for ADNOC - Nomad Productions August-September 2019
- ADNOC “Energy for life” (Brand campaign) for ADNOC - Boomtown Productions Abu Dhabi and Dubai | June–July 2019
- The Place I call Home (Artistic video) for British Council - Hill+Knowlton Strategies, Dubai, RAK, Oman | April–May 2019
- Centrepoint Ramadan (TVC & Still Print shoot) - Tommorow Film, Dubai - March 2019

● Feature Films

On Set Producer | Assistant Director



- Tuesday 12 (Arabic Feature Film) - I See Media, Abu Dhabi | 2020
- Tiger Zinda Hai (Bollywood Feature Film) - Twofour54 and Yash Raj Films | 2017
- Shabab Sheyab-On Borrowed Time (Emirati Feature Film) - Image Nation, Abu Dhabi | 2016
- War Machine (Netflix Feature Film) – Abu Dhabi Film Commision and Twofour54 | 2015
- Bang Bang (Bollywood Feature Film) with Fox Star Studios and Twofour54 2014