



EVERYTHING MATTERS

GLOBAL REAL ESTATE SUMMIT 2010



Gerald Lawless
Executive Chairman
Jumeirah Group

In 1997, Gerald joined Jumeirah in Dubai as Managing Director. His remit was to develop a hospitality portfolio that would deliver a completely different experience. Jumeirah Beach Hotel, Wild Wadi Water Park and Burj Al Arab quickly set the standard for the regional and international growth to follow.

In January 2007, Gerald was appointed Executive Chairman of the Jumeirah Group and continues to lead its ambitious growth to become the most distinctive and innovative hospitality group in the world. This ambition is expressed by the brand as 'Jumeirah – STAY DIFFERENT™'.

Gerald spent the first 23 years of his career with Forte Hotels managing properties in the United Kingdom, South Africa, Ireland and the Caribbean. In 1991, he established Forte's Middle East office in Dubai and oversaw growth in the region from three to twenty hotels in six years.

Gerald is an Honour's Graduate of Shannon College of Hotel Management in Ireland and was awarded an Honorary Degree of Doctor of Business Administration in Hospitality Management by Johnson & Wales University, Rhode Island, US. He is a member of the Executive Committee of the World Travel and Tourism Council (WTTC) and a Fellow member of the Institute of Hospitality (formerly HCIMA). In addition, Gerald is a Member of the Board of Directors of NASDAQ Dubai,

Member of the Board of Directors of Tatweer, Member of the Dubai Holding Executive Committee and Member of the Board of ENDP. Gerald also serves as the Chairman of the Board of Governors of The Emirates Academy of Hospitality Management.

His most recent personal achievements include reaching the summit of Kilimanjaro, being the main part of a trekking journey together with the top executives of Dubai Holding.

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