



Abdul Samad

Director of Planning & Operations

Events & Exhibitions · 20+ Years' Experience

Exhibition planning · Event operations · AV & Immersive Technology · Procurement

LOCATION Dammam, Saudi Arabia

LINKEDIN [linkedin.com/in/samadsaudi](https://www.linkedin.com/in/samadsaudi)

PROFILE

Director of Planning & Operations with 20+ years of experience, including more than 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 also built and runs PRIMIA's Creative Immersive Content & AV division from its formation, delivering event AV rentals, pixel LED screens and immersive technology. Brings together operations leadership, procurement and a hands-on background in design and multimedia, so every project is planned tightly, built on budget and presented well. Holds a BBA with technical studies in Electronics & Communication, and is ready to contribute to the fast-growing events and exhibitions sector in the Kingdom and the wider GCC.

20+

YEARS OF EXPERIENCE

16+

YEARS WITH PRIMIA

Director

CURRENT LEVEL

Founder

IMMERSIVE & AV
DIVISION

CURRENT ROLE

Present · 16+ years

EVENTS & EXHIBITIONS

Director of Planning & Operations

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.
- Manages suppliers, contractors and fabricators for stand design, build, AV, logistics and dismantling.
- Works with clients and organisers as the main operations contact, and represents PRIMIA International at major industry exhibitions.
- Leads cross-functional teams and keeps work safe, compliant and to the quality the client expects.

FOUNDED & LEADS

Creative Immersive Content & AV Division

Built PRIMIA's Creative Immersive Content & AV division from its formation and runs it with a dedicated team: event AV rentals with multiple pixel LED screens, immersive technology and immersive content, from technical planning to show-day operation.

AREAS OF EXPERTISE

Planning & Strategy

Project plans, schedules and resources for exhibitions and events, from first brief to final handover.

Operations & Delivery

Build-up, show days and dismantling: contractors, logistics and on-site teams kept on time and on spec.

AV & Immersive Technology

Built and runs PRIMIA's Creative Immersive Content & AV division: pixel LED screens, immersive tech and event AV rentals.

Procurement & Budgets

Sourcing, quotations, negotiation and cost control with suppliers across the Kingdom and abroad.

EARLIER CAREER – THE FOUNDATION

PROCUREMENT

Procurement Coordinator

Pleasant Wishes · Dammam, Saudi Arabia

- Managed purchase requests, supplier quotations and purchase orders from request to delivery.
- Built a reliable supplier base in the Eastern Province and followed up on cost, quality and lead times.

DESIGN ENGINEERING

Design Engineer

Spectrum Creation · Chennai, India

- Produced design drawings and visual layouts, turning client requirements into production-ready designs.

WEB

Web Developer

Future Forest · Kochi, India

- Designed, built and maintained client websites and web graphics.

2006

MULTIMEDIA

Multimedia Tutor

Vismayam · Kerala, India

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

EDUCATION

Bachelor of Business Administration (BBA)

Electronics & Communication

Technical studies

Advanced Diploma in Multimedia

Diploma in Web & Graphic Designing

SKILLS

Events & Exhibitions

Exhibition planning · Event operations · Stand design & build · Build-up & dismantling · On-site management · Logistics

AV & Immersive Technology

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

Creative & Digital

Graphic design · Adobe Creative Suite · Web & multimedia · Electronics

Leadership & Planning

Operations leadership · Project scheduling · Budget & cost control · Team management · Client & organiser liaison

Procurement

Vendor sourcing · Negotiation · RFQs & POs · Contractor management