

Ali Alsaloom is an Emirati National from Abu Dhabi, United Arab Emirates, who has chosen to live his life differently than most. From an early age, Ali's passion for travel and his interest in cultural studies was ignited by his opportunity to travel with his father, an academic and avid traveler. In the years to follow, Ali embraced new cultures and languages such as English, South Korean and German.

Ali is a live-wire presenter with a personal style that is both deep rooted in the Arabic culture and at the same time, open-minded. He is a gripping speaker, who delivers with passion, ease and expertise. His in-depth cultural and religious awareness gives him a distinctive insight into Gulf culture, which he applies to every project he undertakes.

A University of Central Florida Hospitality Management & Tourism graduate, Ali pursued many areas of the tourism industry while living in the USA, including launching a unique Middle Eastern themed restaurant in Orlando, Florida. While pursuing his MBA in Brand Management from Wilfred Laurier University, Waterloo, Canada, Ali lectured colleagues on Cross Culture Management. Dr. Franklin Ramsoomair, the professor with whom he most closely worked described Ali's Endeavour as, "...nothing short of spellbinding. Ali puts both heart and soul into whatever he does and the hard work required in preparation shows in the final product. I would class Ali as one of the top five students with whom I have worked, out of a total of approximately 8,000 students whom I have seen."

Ali has worked with the Abu Dhabi Tourism Authority's MICE department. His strong connection to his country's history and culture has given him the expertise to be a specialist tour guide to VIP guests on exclusive tours. Ali's charm and humor build instant rapport with everyone he interacts. Ali became a Pioneer and first Emirati in the tourism Industry, who stepped out of the comfort zone of a secure job and became an Entrepreneur in the field of Cultural Tourism. He took his faith in his own hands and launched his omnibus corporate identity – **Maestro Commercial Enterprises**.

Ali's enthusiasm to share his cultural insights and acquaint people with his region faith, social, business and cultural environment has resulted in the launch of the **Ask-Ali** online UAE information portal and the Cultural Consultancy **Embrace Arabia**. Ali's ultimate goal is to create a better understanding and make this world a place of peaceful and respectful coexistence of people from various cultural backgrounds. This journey takes him long all communication highways that are reachable. In a partnership with world authority speaker and businessman Reg Athwal he launched **OneTVO**, an online business TV. Ali has applied his Brand Management skills in the world of Integrated Marketing Commerce, where he develops strategies, creates corporate websites, and is a consultant to various corporations and organizations.

His latest achievements are his books "**Ask Ali: A guide to Abu Dhabi**" and "**Ask Ali: A guide to Dubai**". The insider guides reached out to an amazing audience of thousands of readers since their launch.

In March 2011 Ali Alsaloom has been chosen as the official Environmental Awareness Ambassador of **EAD (Environment Agency Abu Dhabi)** to raise awareness on environmental knowledge in public and produce the "Environmental Show with Ask Ali", a series of video that also raises awareness about endangered species within the UAE.

"Welcome to Abu Dhabi with Ask Ali" is a unique entertainment show screened since May 2011 on **Etihad Airways** inflight entertainment system. The show is the first of its kind and highlights the history, culture, places and people of Abu Dhabi.

In June 2010 His Highness General Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the UAE Armed Forces and Chairman of the Abu Dhabi Executive Council, honored Ali Alsaloom with the **Khalifa Fund Business Award 2010** for the successful start up of Maestro Commercial Enterprises.