



PROJECT  
PEOPLE



# PROJECT MANAGEMENT REDEFINED

Project and cost protection throughout  
the entire project life cycle.

CORPORATE PROFILE

# OPENING STATEMENT

We are an award winning, turnkey project management consultancy delivering multi-disciplined services to the construction and fit-out industry across the UAE.

Reputed for our experience, expertise and our hands-on approach, we have managed projects from concept to completion for some of the world's best-known entities.

Having earned a niche specialism in several sectors, we have demonstrated a high level of technical competence working across complex projects and programmes in this industry and a range of other sectors for regional and multinational clients to industry acclaim.



**100+**

YEARS COLLECTIVE  
EXPERIENCE



**\$2.9 b**

PROJECT PORTFOLIO  
VALUE



**4.8 m**

TOTAL SQM OF  
PROJECTS DELIVERED



**200+**

CLIENTS



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CHAPTER 01

# INTRODUCTION



## INTRODUCTION

# WHO WE ARE

**Established over ten years ago, our project and commercial management services have been delivered extensively throughout the United Arab Emirates.**

We are a flexible, client focused team that adopts a proven methodology and a unique approach to deliver on our clients' investments time and time again.

Our multi-sector expertise covers: Healthcare; Education & Innovation Spaces; Hospitality & Leisure; Retail, Residential & Commercial Office projects.

## OUR VISION

To be regionally and internationally renowned for our dedication, expertise, commitment, integrity, and achievements in our field.

## OUR MISSION

To provide international best practice project management and commercial management services tailored to meet each client's needs by combining our extensive experience and dedication to achieve success for each project.

## OUR GOAL

To continue to raise the bar in the Project Management sphere and be the benchmark in customer-centric project delivery by constantly evolving and adapting to market and project requirements.

## INTRODUCTION

# SELECTION OF CLIENTS



UNITED ARAB EMIRATES  
PRIME MINISTER OFFICE



UNITED ARAB EMIRATES  
MINISTRY OF CABINET AFFAIRS



مؤسسة دبي للمستقبل  
DUBAI FUTURE FOUNDATION



صندوق دبي للمستقبل  
DUBAI FUTURE DISTRICT FUND



مركز الشباب  
YOUTH HUB

LVMH



MAERSK

abbvie

VISA

TAJ

eyewa

servicenow

Dior



NYMCARD

# INTRODUCTION

# DELIVERY TEAM

We comprise of committed, agile individuals with diverse sets of expertise.

We collaborate seamlessly to deliver first-rate consultative and implementation expertise on projects across sectors. Our multi-disciplinary approach is further complemented by our technical expertise and scalable team structure. This defined hierarchy ensures that there is a senior team member on every project irrespective of scope and scale. We use a hands-on approach that is both flexible and proactive to deliver our projects as we are fully aware that each project comes with a unique set of variables that influence how its objectives can be met.



## LEADERSHIP

CEO

CCO

## DIRECTORSHIP



PROJECT

COMMERCIAL

DESIGN

PROGRAMME

## PROJECT TEAM



SENIOR PROJECT  
MANAGEMENT

SENIOR  
COMMERCIAL  
MANAGEMENT

SENIOR DESIGN  
MANAGEMENT

TECHNICAL PROJECT  
MANAGEMENT

PROJECT  
MANAGEMENT

COMMERCIAL  
MANAGEMENT

ARCHITECT &  
INTERIOR DESIGN  
MANAGEMENT

DESIGN  
MANAGEMENT

CONSTRUCTION  
MANAGEMENT

PROGRAMME  
MANAGEMENT

## INTRODUCTION

# HEALTH, SAFETY & ENVIRONMENT

The adherence to Health, Safety, and Environment is more than an operational standard at ProjectPeople.ae - it is a strategic directive. Health and Safety on our projects is not just an analysis of statistical reports.

We ensure safety processes and procedures are followed at all times during construction works. Many of our team members are qualified in HSE with industry-respected, current certifications to ensure that standards are being met in this area. Additionally, opportunities to bring environmentally sustainable features and structures to our work is viewed as a strategic cost advantage as we are now beginning to see economy and sustainability merge.





CHAPTER 02

# YOUR PROJECT PARTNERS



## YOUR PROJECT PARTNERS

# OUR CORE SERVICES

Four primary services comprise our full spectrum project management offering and shape the framework for our success on each project.



## Workplace Strategy

Workplace Strategy enhances productivity, efficiency, and employee wellbeing by optimising the physical work environment. We evaluate the existing workplace design, identify improvement areas, and develop a tailored strategy that supports organisational goals and employee needs. This process involves assessing the environment, space utilisation, layouts and employee feedback.

## Project Management

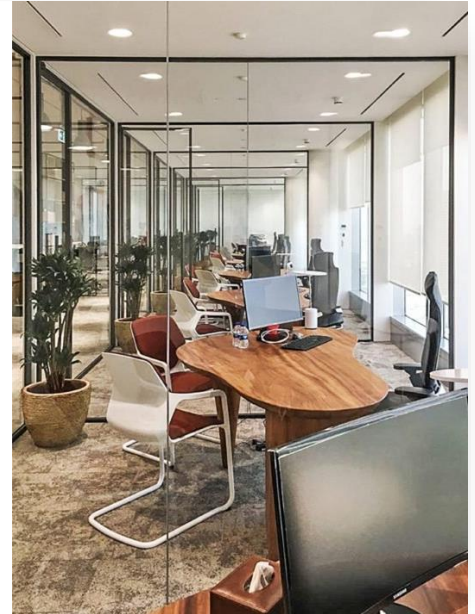
We use a tried and tested methodology to bring about the best possible outcome on our projects whether it is a new project or a recovery. As a team, we are multi-disciplined and cover many sectors. We ensure that a senior and specialized projects director is present and available on every project irrespective of scope and scale. From tender to handover, we've got you covered.



# OUR CORE SERVICES

## Commercial Management

We manage relationships with clients and contractors to develop the most profitable solutions at our client's inception stage of project development. We have worked successfully as the trusted advisor for several clients and oftentimes re-engineer work streams to ensure that they achieve the best commercial result for their project. We also offer a wide range of specialist services in this discipline from financial, contractual, and legal support on construction projects.



## Construction Management

We use a hands-on and agile approach to delivering these services ensuring strict adherence to time, cost, and quality. We are well versed in design-bid-build, design-build, base build, shell and core fit out, interior fit out, HSE management, & quality management including quality assurance, control and improvement throughout the construction process. We have worked with local, regional, and multinational firms to deliver construction management for institutional and commercial projects.



CHAPTER 03

# OUR EXPERIENCE



## Our experience

# EDUCATION & INNOVATION

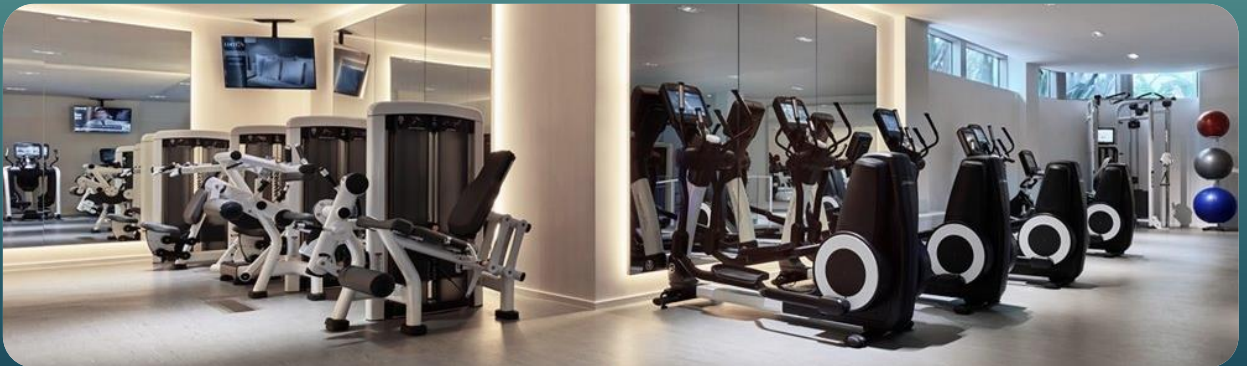
Schools and academic institutions are purpose-built facilities and we have delivered both new builds and retro-fits in this field. We have recently completed a state-of-the-art, purpose-built children's nursery in one of the country's most iconic buildings. We have achieved significant success for this prolific education brand that benefited from our methodology and technical approach to such a degree, it is being implemented for their other locations.

VIDEO



# HOSPITALITY & LEISURE

Our delivery in this sector ranges from budget hotels to high-end luxury brands in leading markets. Recent projects in this sector include a large-scale leisure project; a state-of-the-art sports and rehabilitation academy which not only included an inflatable sports dome for team sports such as football and basketball but also included a 30,000sqft clubhouse with integrated spa, rehabilitation clinic as well as a restaurant and formal co-working environment for 100 people.



## Our experience

# COMMERCIAL

From traditional office environments to award-winning co-working spaces, we have delivered many top-quality fit-out projects all over the country. Our work includes high-end office environments for leaders of governmental departments, and international Fortune 500's including some of the world's most recognizable brands in social media, technology, banking and pharmaceuticals. Our experience over the last 12 years solidifies our position as leaders in formal commercial office space and co-working / innovation projects.



VIDEO



# INDUSTRIAL

The team has delivered over 100,000's of sqft of industrial projects in the past several years. From successfully handing over the regional headquarters, training academy and workspace for the regions largest corporate training and development company; to completing the flagship campus with workshop for one of the leading aviation universities. We have also completed numerous other projects for international conglomerates such as Maersk who required a state-of-the-art training and simulation facility which was the first of its kind in the region.



## Our experience

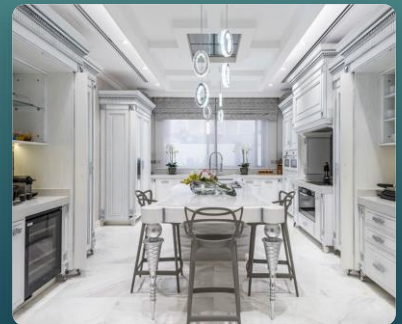
# RETAIL

We have delivered notable projects in the retail space from a famous London lingerie showroom in Dubai Festival City Mall, to retail banks and a luxury clothing brand at Reem Mall in Abu Dhabi. Our work in this space is wide-ranging and has been met with accolades from local, regional, and international clientele.



# RESIDENTIAL

Our team has worked in this sector both for property development companies extending our expertise for large-scale or mixed-use developments; to private luxury villas throughout the region. We have worked with the largest names in residential real estate in the UAE and have delivered several phases of long-term projects successfully. Our client base includes A-list celebrities that you will often find on the world stage from company CEOs of global companies, to TV stars and professional sports people.



CHAPTER 04

# INDUSTRY REPUTATION





50+ Years Local & International Experience

# PROJECT DELIVERY TEAM



**HALEN RODDA**

**PARTNER**

Halen's experience is as diverse as it is extensive. In his career spanning two decades he's delivered projects across a broad range of industries including residential villa communities, high-rise hotels, commercial office space, retail, restaurants, spas, gyms, Banking & Railways. His 'people first' approach and infectious enthusiasm makes his intervention key to the success of any complex project delivery.



**BRIAN READ**

**PROJECT DIRECTOR**

With over 30 years of experience in construction management, Brian is a well-decorated and seasoned construction professional. Throughout his career, he has successfully led diverse projects across the world including 5\* hotels, apartment complexes, commercial and retail developments. His deep understanding of methodologies, regulations and best practices makes Brian a true asset.



**RUTURAJ SONAWANE**

**Snr. PROJECT MANAGER**

Raturaj a skilled project manager and civil engineer (bachelor's) boasting 10 years of experience in successfully delivering commercial projects. He is a detail oriented, proactive individual who is committed to ensuring that projects are delivered on time, within budget, and to the highest standards; from commercial offices, to medical and retail projects,



**MOHAMED FOUDA**

**ARCHITECT & PROJECT MANAGER**

Mohamed is a multi-faceted and versatile project manager with a Masters in Architecture, blending architectural expertise with exceptional project management skills. Over 10 years of experience in designing and overseeing complex architectural projects, ensuring timely and budget-friendly completion. Known for strategic planning, resource optimization, and team leadership.



**ROSS O'CONNOR**

**PROJECT MANAGER**

Ross is an experienced project manager, adept at orchestrating intricate commercial fit outs and multiple residential renovations. Proven track record of delivering complex projects with precision, from conception to completion. Adept at fostering collaboration, ensuring timeliness, and exceeding stakeholder expectations. Committed to achieving excellence in every facet of project management.



**GEORGE DZHELEPOV**

**PROJECT MANAGER**

George is a dedicated project professional with +5 years of experience in the fit-out field. He excels in overseeing projects from start to finish, supporting stakeholders to ensure timely delivery. Georges strong organizational skills, collaboration ability and attention to detail make him a key component to the project success.



**OLIVER BAXTER**

**HEAD OF WORKPLACE STRATEGY**

Renowned workplace consultant and public speaker, with over a decade of experience he has established himself as a leading authority on workplace design and employee engagement in the built environment. After obtaining his Master's degree in Psychology, he worked across EMEA and APAC helping businesses improve employee experience.

## INDUSTRY REPUTATION

# CLIENT FEEDBACK



### COO

Dubai Future District Fund

"The professionalism and proficiency of this team was exceptional, and they enabled the successful delivery of this project within our specific challenging time frame. I would not hesitate to give this resounding review to any firm who is seeking a capable and hands-on team to meet a tight deadline and manage a strict budget."



### Operations Head

Lean Technologies

"I have been extremely pleased with the performance of David and his team. The professionalism, technical ability, personal skills, supreme confidence and above all sheer dedication held the team together. We at Lean have no doubt that without ProjectPeople.ae project support, we would never have been able to complete this new facility in a world class manner on time."



### Property Owner

Al Barari

"The level of professionalism and commitment by the ProjectPeople.ae team was second to none. We were really pleased with their seamless handling of the project, attentiveness to the key stakeholders, and management of the entire working team. I would recommend this project management consultancy to anyone undertaking a large home renovation."



### Head of People

Eyewa

"The team demonstrated excellent knowledge and in-depth comprehension while considering our operational requirements. They performed with professionalism and diligence throughout. The ProjectPeople.ae team were well suited to carry out our working requirements and project completion was due to their unwavering efforts on our behalf."



### Chief Executive Officer

Space1

"From the get-go, the ProjectPeople.ae team were hands on and committed to ensuring that the project was a success, taking into consideration all of the parameters that were presented. They took away a lot of the pain that we'd experienced previously & stayed focused no matter what issues cropped up along the way. I personally would recommend working with ProjectPeople.ae."



### Chief Executive Officer

Co-working

"Undertaking a major design and build project of this complexity needs careful planning and diligent communication with the many stakeholders involved. During the fit out of our 'one of a kind' co-working space we worked intensely with ProjectPeople.ae to reach a superb outcome that met our design, budget and timeline demands."



### Senior Program Manager

ServiceNow

"ProjectPeople.ae was appointed to deliver our first commercial office space in the Middle East region in Internet City. Due to the strict brand guidelines that were required to be upheld and the newness of the market for the ServiceNow team, we were very pleased that the project management team were able to meet and exceed our expectations."



### Founder & CEO

NYMCARD

"The speed at which the ProjectPeople.ae team executed this project was phenomenal. Their handling of the tender and then the execution was sensational which meant we were able to occupy the space ahead of what we had originally planned. They were a pleasure to work with and they were very thorough throughout. We only got involved when we absolutely needed to."

ProjectPeople.ae

**GET IN TOUCH**

# HOW TO REACH US



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# THANK YOU

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