

# Press Kit

Comprehensive Overview of Amsa Hospitality

---

CURRENT AS OF  
AUGUST 2024

RIYADH,  
SAUDI ARABIA

---

---

# Contents

Introduction to Amsa Hospitality

---

Hotel Portfolio

---

Executive Team

---

Press Materials

---

Media Contact

---

---

# Introduction to Amsa Hospitality

Founded in 2020 by Mohammed Alathel and inspired by Saudi Vision 2030, Amsa Hospitality has pioneered as the first Saudi-born startup redefining the hospitality sector - locally and globally.

True to our “Hallmark of Arabian Hospitality” tagline, our mission is to smoothly integrate the rich, ancestral Arabian traditions of generosity and welcoming into the contemporary world.

Collaborating with carefully selected partners, we seize market opportunities in the midscale hotel segment, with a special focus on second-tier cities across the Kingdom.

# Hotel Portfolio

Amsa Hospitality is committed to the development of second-tier cities, where it collaborates with leading global brands to bring top-notch hospitality. Our focus on midscale hotels means guests can enjoy quality stays without the hefty price tag.

Also, tier-two cities give guests a genuine taste of Saudi traditions and stories.

Hotels we currently have in operation include Radisson Riyadh Airport, Radisson Hotel Madinah, and Mercure Hotel Khamis Mushait.

# MEET THE LEADERS



## Mohammed Alathel

Vice Chairman

At the helm of Amsa Hospitality as Founder and Vice Chairman, Mohammed utilizes his entrepreneurial spirit and visionary leadership to make a lasting impact. His career path through the investment world has equipped him with expertise in business development. In his current capacity, Mohammed focuses on building a citizen company, driving our company's success. Outside of the professional sphere, Mohammed finds joy in outdoor family outings.

---



## Muin Serhan

Chief Executive Officer

Driving Amsa Hospitality's business growth as Chief Executive Officer, Muin leverages his 24 years of global experience with leading hotel chains to guide the team toward long-term success. His career as an award-winning hotelier has showcased his ability to build and operate successful properties, even in challenging locations. A prolific public speaker, Muin's achievements have earned him numerous accolades within the hospitality industry both in the Kingdom and abroad.

---

# Executive Team



## Bandar Abdulmajeed

Chief Brand & Marketing Officer

Bandar brings a wealth of experience to the role of Chief Brand & Marketing Officer. Having previously held senior positions across various industries, Bandar has demonstrated multi-functional expertise in corporate marketing and communications. In his current role, he is responsible for building Amsa Hospitality's reputation, contributing significantly to the success of our hotel group. Outside of work, Bandar is passionate about music.



## Malik Ali

Chief Financial Officer

Malik is the driving force behind Amsa Hospitality's strong financial performance, backed by a solid hospitality background. His career is marked by significant stints at Al Faisaliah and Al Khozama, where he mastered financial strategy and operational efficiency. As Chief Financial Officer, Malik leads our financial planning and budget management, contributing to our group's excellence. Off duty, Malik enjoys watching movies.

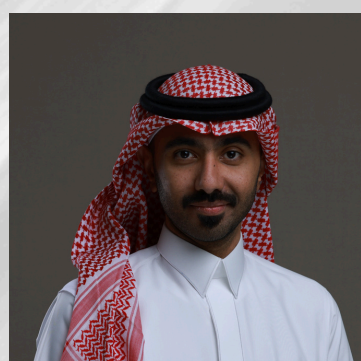
# Executive Team



## Aamir Riaz

Chief Operating Officer

As Chief Operating Officer, Aamir leverages his engineering background to steer our hotel group towards success. With experience in facility management, Aamir has a deep understanding of sustainable hotel operations. His current focus is on overseeing the development of Amsa Hospitality's new hotel buildings, ensuring they meet the high standards of our company's portfolio. In his personal time, Aamir is passionate about football.



## Mohamad Mandili

Chief People Officer

With a solid foundation in people development, Mohamad excels as Chief People Officer. His journey includes impactful HR roles across various industries where he honed skills in talent growth and development. Currently, Mohamad oversees all HR functions at Amsa Hospitality, playing a pivotal role in our hotel group's growth. Mohamad also has a keen interest in organizational psychology.

## Press materials

For our latest press releases and  
high-resolution images, please visit:  
[www.amsahospitality.com/mediacenter](http://www.amsahospitality.com/mediacenter)





---

# **Media Contact**

Miret Padovani  
PR Consultant  
[pr@amsahospitality.com](mailto:pr@amsahospitality.com)

---