

ALAA TAIFOUR

Executive · Operator · Product Builder · AI-Native Developer

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PROFILE

From operating established systems to designing and building them. International business operator evolving through hospitality operations, hotel systems & international standards into corporate leadership (Axion Holding Group — Group COO, Axion Development & Smart Housing — Manager UAE Operations) and AI-native product development.

EXPERIENCE

- **Feb 2026–Present — Axion Holding Group — Group COO** (Group/Global) & Axion Development & Smart Housing FZE — Manager UAE Operations; Golden Corn Export USA — Group COO scope
- **Feb 2025–Apr 2026 — Marriott International, Dubai — Guest Experience Expert** — guest standards, cross-functional coordination, loyalty & feedback
- **May 2023–Feb 2025 — Ziqoo Hotel Apartments, Dubai — Reservations & Reception**
- **Jan 2022–Jul 2023 — L'amoroso Restaurant, Dubai Marina — F&B Supervisor**
- **Feb 2020–2021 — COVID-19 / Pre-UAE Transition**
- **Jan 2019–Jan 2020 — Ebla Hotel / Omayyad Palace for Conferences — Service Operations**
- **2016–2019 — Hotel & Hospitality Vocational Institute — Hotel & Restaurant Management**

SELECTED PROJECTS

- **AXION TradeOS** — Product Owner / AI-Assisted Developer — governed trade-operations platform (corporate systems)
- **DUE-DILIGENCE Platform** — Product Owner / Backend — governed multilingual due-diligence (technology)
- **ATMedia Hub** — Brand Owner / Product Designer — media venture brand & product (branding)
- **Axion Investor Portfolio** — Investor communications & operating structure

CAPABILITIES — PEOPLE → OPERATIONS → SYSTEMS → STANDARDS → LEADERSHIP → BUSINESS → PRODUCT → TECHNOLOGY

Business: corporate dev, trade, branding, investor comms · Operations: hospitality, group ops, cross-functional · Product: requirements, ownership, governance · Technology: AI-native, frontend/backend, testing, CI, security