



**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 traveller. In the years to follow, Ali embraced new cultures and languages such as English, South Korean and Germany. 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 Ramsomair, 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 Enterprises FZ L.L.C.**

Ali's enthusiasm to share his cultural insights and acquaint people with his regions faith has resulted in the launch of the well-known portal of Ask Ali that covered everything from Culture to Business helping expatriates and even Emirati young generation to know more about the UAE and help them to appreciate more his country's legacy from the past to present and future goals. Ali wrote for the M Magazine from the National newspaper for many years helping thousands of people to appreciate the UAE culture.

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, honoured Ali with the Khalifa Fund Business Award 2010 for the successful start-up of Maestro Enterprises. In March 2011 Ali Alsaloom became the environmental awareness ambassador of the Environment Agency Abu Dhabi (EAD) to support EAD's public work and campaigns.

Ali expanded his cultural work to be global where he launched his Travel TV Show series under the name of 'Duroob' traveling between continents of the world to make of the word «to know each other» that became a slogan for the TV program that holds humanitarian & cultural message, based on the elements of thrill and excitement while meeting different tribes and peoples, seeking for inspiration in their stories, unique cultures and life-styles and sharing with them his Arab Culture and DNA.

His latest achievements his new bestselling book "The Answers" where Ali answers 500 Questions that were came from different people from around the world. This part of the Ask Ali miniguides series books "Ask Ali: A guide to Abu Dhabi" and "Ask Ali: A guide to Dubai" self-published, self-distributed in six languages. The books reached out to an audience of 1.6 million readers, the series was launched in 2010.