

Middle East Museum Targets & Ecosystem Contacts

Sales target list, buyers, and verified leadership

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How to read this document

This is a **verified starting point, not an exhaustive database**. Every visitor figure and every named person carries a public source. Anything not publicly verifiable is marked **"to confirm."** No LinkedIn URLs or names have been invented — only the two personal LinkedIn URLs that surfaced in public search results are listed. Person-level discovery (emails, current titles, digital/innovation managers below director level) should be completed by the sales team via LinkedIn Sales Navigator before outreach; leadership in this region changes frequently.

The full 42-institution target list is provided as a spreadsheet: [ME-Museum-Targets.csv](#) (sortable by priority, country, operator). This PDF summarizes priorities, the four buyers that control most demand, and the ecosystem.

1. The strategic picture

- **Four buyers control most flagship demand:** DCT Abu Dhabi, Dubai Culture, Qatar Museums, and the Saudi Museums Commission / Ministry of Culture. Winning one operator can cascade across 5–16 venues.
- **Peak buildout window right now:** ICOM held its first-ever regional General Conference in Dubai (Nov 2025); the Grand Egyptian Museum fully opened (Nov 2025) and is reportedly the world's 3rd most-visited; Zayed National Museum opened (Dec 2025); Guggenheim Abu Dhabi opens 11 Dec 2026 — its pre-opening fit-out window is open now.
- **Strongest "AR glasses solve a real language problem at scale" stories:** Louvre Abu Dhabi (84% international, led by Chinese/Russian/Indian visitors) and GEM (45%+ foreign, enormous volume).
- **Leadership churn is a live entry window:** the Louvre Abu Dhabi director seat was transitioning as of March 2026 — a new-director honeymoon is a classic vendor entry point.

2. Priority targets (High)

Museum	Country	Operator	Why it leads
Louvre Abu Dhabi	UAE	DCT Abu Dhabi	1.4M visitors (2024), 84% international — best-fit flagship
Zayed National Museum	UAE	DCT Abu Dhabi	New flagship (opened Dec 2025); early-adopter window

Museum	Country	Operator	Why it leads
Guggenheim Abu Dhabi	UAE	DCT Abu Dhabi	Opens Dec 2026 — spec in now
Museum of the Future	UAE	Dubai Future Foundation	Visitors from 163 countries; tech-native brand
Etihad Museum / Al Shindagha	UAE	Dubai Culture	Multimedia-led; AR wayfinding fit
Sharjah Museum of Islamic Civilization	UAE	Sharjah Museums Authority	Gateway to a 16-museum network
National Museum of Saudi Arabia	KSA	Museums Commission	Flagship under Vision 2030 renewal
Ithra	KSA	Saudi Aramco	Best-funded; corporate buyer = faster procurement
Diriyah / AlUla	KSA	Diriyah Co. / RCU	Giga-project museums; direct corporate procurement
National Museum of Qatar / MIA	Qatar	Qatar Museums	Immersive galleries; unified QM experience
Grand Egyptian Museum	Egypt	GEM Authority	Highest-value target; 45%+ foreign at huge volume
Qasr Al Watan	UAE	Abu Dhabi govt	Heavy international tour-group traffic
Petra Museum	Jordan	PDTRA	Gateway to Jordan's #1 attraction; ~100% foreign

(Full list of 42 with Med/Low priorities, websites, and procurement channels in the CSV.)

3. The four flagship buyers

Operator	Governs	Chair / lead (verified)
DCT Abu Dhabi	Louvre AD, Zayed NM, Guggenheim AD, Qasr Al Hosn	Chairman: HE Mohamed Khalifa Al Mubarak (dct.gov.ae)
Dubai Culture & Arts Authority	Etihad Museum, Al Shindagha, Dubai Museum	Director General: HE Hala Badri (dubaiculture.gov.ae)
Qatar Museums	NMoQ, MIA, Mathaf, 3-2-1, Lusail	Chair: HE Sheikha Al Mayassa bint Hamad Al Thani; CEO: Mohammed Saad Al Rumaihi (qm.org.qa)
Saudi Museums Commission / MoC	National museums; Vision 2030 build-out	Founding CEO: Dr. Stefano Carboni (2020; current status to confirm)

Giga-project museums (Diriyah Company, RCU for AlUla — both PIF entities) procure **directly as corporates**, outside the central Etimad portal. See the RFP kit for procurement mechanics per country.

4. Industry & ecosystem (engage for credibility and channel)

Organization	Why relevant	Lead (verified)
ICOM Arab	Regional museum body	President: Mohammed Saad Al Rumaihi (Qatar Museums CEO)
ICOM UAE	UAE national committee; co-organized ICOM Dubai 2025	Chair listed as Mona Al Ali (icom.museum) — re-confirm
MuseumNext	Global museum-innovation conference; demand-gen channel	Founder: Jim Richardson
Museum Ideas / Museum-iD	London conference drawing Gulf leaders	—

Organization	Why relevant	Lead (verified)
AV/experience integrators — partners for fleet ops & installation		
Electrosonic	Dubai hub; delivered Sheikh Abdullah Al Salem Cultural Centre blocks	ME office, Dubai
ACCIONA Cultura	Museography for GEM, Zayed NM, Qasr Al Watan, Al Shindagha, Nat. Museum of Oman	Global Director (name to confirm)
Kraftwerk Living Technologies	Austrian museum AV integrator with ME office	to confirm
Barco	Projection/LED across museum AV	to confirm
Barker Langham	Cultural consultancy (Museum of the Future masterplan)	to confirm

Partner strategy note: our own due-diligence flags fleet-operations-at-scale as the capability to shore up. The integrators above (esp. Electrosonic, ACCIONA Cultura, Kraftwerk) are the natural partners to co-bid installation and fleet logistics — pairing our AI/glasses IP with their 50-years-of-museum-AV muscle directly answers the strongest incumbent objection.

5. Verified named individuals (museum-side)

Each verified against a cited public source. **A verified starting point, not exhaustive** — complete person-level discovery via LinkedIn Sales Navigator before outreach.

1. **Dr. Ahmed Ghoneim** — CEO, Grand Egyptian Museum (appointed Oct 2024). *EnterpriseAM*; *CNN Nov 2025*.
2. **Dr. Peter Magee** — Director, Zayed National Museum (also Head of Archaeology, DCT AD). *blooloop*; *The Art Newspaper*.
3. **Manuel Rabaté** — outgoing Director, Louvre Abu Dhabi (stepped down 7 Mar 2026 for KNMA India; successor TBA). LinkedIn (public): [linkedin.com/in/manuelrabaté](https://www.linkedin.com/in/manuelrabaté). **Action: identify the new Louvre AD director before outreach.**
4. **Aisha Rashid Deemas** — Director General, Sharjah Museums Authority (since Jun 2023). LinkedIn (public): [linkedin.com/in/aisha-deemas-12399193](https://www.linkedin.com/in/aisha-deemas-12399193).
5. **HE Hala Badri** — Director General, Dubai Culture & Arts Authority.
6. **Muna Faisal Al Gurg** — CEO, Museums & Heritage Sector, Dubai Culture (title/date to re-confirm).
7. **Majed Al Mansoori** — Executive Director, Museum of the Future (appointed Oct 2024).
8. **HE Sheikha Al Mayassa bint Hamad Al Thani** (Chair) & **Mohammed Saad Al Rumaihi** (CEO) — Qatar Museums.
9. **HE Mohamed Khalifa Al Mubarak** — Chairman, DCT Abu Dhabi.
10. **Shaikh Khalifa bin Ahmed bin Abdulla Al Khalifa** — President, BACA (Bahrain), since Jul 2022.
11. **Dr. Stefano Carboni** — founding CEO, Saudi Museums Commission (2020; 2026 status unverified — confirm).
12. **Jim Richardson** — Founder, MuseumNext.

6. Honest limitations

- **No visitor figures are publicly published** for most Gulf museums (Qatar's last per-museum data is 2018) — "n/a" is normal, not a research gap.
- Only two personal LinkedIn URLs were publicly verifiable; the rest of person-level contact discovery is a sales-team task, deliberately not fabricated here.
- Some websites and successor appointments are marked "to confirm" — verify at time of outreach.