



NH COLLECTION

DUBAI THE PALM

LEADERSHIP BIO

A PASSIONATE HOSPITALITY LEADER



With more than two decades of international hospitality experience, Ahmad Shaban Fernandez brings a combination of commercial expertise, operational leadership and a strong people-first philosophy to NH Collection Dubai The Palm. Since taking the helm in August 2025, he has focused on strengthening the hotel's performance, elevating the guest experience and further developing its distinctive lifestyle-chic positioning on Palm West Beach.

As Cluster General Manager, Ahmad oversees an integrated 1,087-room hospitality complex, bringing NH Collection Dubai The Palm and Dukes The Palm Dubai Hotel together through greater operational and commercial collaboration while preserving the individual identity of each hotel. Under his leadership, the cluster introduced the "One Stay, Two Hotels" concept, enhancing the guest experience by giving guests access to the facilities and experiences of both properties within one destination.

At NH Collection Dubai The Palm, Ahmad continues to build on the hotel's lifestyle-chic identity, combining contemporary hospitality, distinctive dining and leisure experiences with its prime location on Palm West Beach. In 2026, Ahmad was recognised among Hotel & Catering News Middle East's Hospitality Heavyweights Top 40, celebrating influential leaders making an impact across the region's hospitality industry.

His leadership philosophy is rooted in collaboration, accountability and empowering people to perform at their best, with the belief that exceptional guest experiences begin with engaged and supported teams.

**"Hospitality is, above all, a people business.
Our greatest responsibility is not only to care for our guests, but
also for those who care for them. True leadership reveals itself
when people need you the most."**

Ahmad Shaban Fernandez

Cluster General Manager, NH Collection Dubai The Palm & Dukes The Palm Dubai Hotel