

Dubai Duty Free executive tops women in sport poll



Dubai Duty Free Senior Vice President for Marketing Sinead El Sibai pictured with Roger Federer

Dubai Duty Free's Senior Vice President of Marketing, Sinead El Sibai, has been voted as one of the top 10 Most Influential Women in Sport 2019.

The poll was conducted by iSportconnect, the UK-based networking platform and community aimed at executives working in the world of sport, to celebrate International Women's Day.

Among those joining El Sibai on the list is tennis star Serena Williams.

Commenting on the poll, Colm McLoughlin, Executive Vice Chairman and CEO of Dubai Duty Free, said: "I am thrilled that Sinead has been recognized by the iSportconnect community for her marketing expertise and for the hard work that she and her team commit to all of our major events and sponsorships, including the Dubai Duty Free Tennis Championships, the Dubai Duty Free Irish Open and our major horse racing sponsorships in the UK and Ireland.

"The fact that this recognition was announced on International Women's Day is a great endorsement to the increasingly important and high-profile role that women like Sinead and her fellow nominees are commanding in global business and sports management."

El Sibai, who joined Dubai Duty Free's Marketing Department in 2000, said: "It is a privilege to be considered in such esteemed company and I am delighted to highlight the role of women working in the sports industry in this part of the world.

"Under Colm McLoughlin's leadership, sport and sports sponsorship have been an integral part of Dubai Duty Free's marketing strategy since the launch of the business in 1983. Our global portfolio of sponsorships and events is very diverse and provides us with extensive opportunities to promote our

brand on the international stage and engage with a diverse range of sportsmen and women, sports fans and governing bodies.”

The accolade follows another successful renewal of Dubai Duty Free’s flagship event, the Dubai Duty Free Tennis Championships staged annually in February/March. The result was a win by two Swiss nationals, with Belinda Bencic winning her first Dubai title, while Roger Federer won his eighth Dubai title. The win in Dubai also saw Roger claim his 100th singles career title, which resulted in massive worldwide coverage.