



Management Profile

Roula Jouny

Early Education and Career Beginnings

Roula Jouny embarked on her educational journey at the Institute of Commercial Management in Bournemouth, England, where she studied from 1993 to 1996, earning a diploma in Information and Technology. She furthered her education in Development Performance Management (DPM) in 1997, simultaneously gaining practical experience with the technology group Sabre in marketing planning and strategy.

1990-1994: Early Career at Sabre Inc. in Bahrain

Born in Lebanon and holding Bahraini citizenship, Jouny contributed to the administration division of the Bahraini prime minister's office from 1996 to 1998. At the age of 23, she began her career with Sabre in Bahrain as a Marketing Communications Specialist, managing the Gulf Air account. Her role expanded from 2000 to 2002 as she took on the position of Sales and Marketing Manager for Lebanon, Syria, and Jordan, overseeing the marketing efforts for Sabre's products in these countries.

2002-2008: General Manager at Travco Travel Dubai

In 2002, Jouny's career took a significant turn when she joined Travco Travel Dubai L.L.C. as General Manager. There, she led a team of 155 employees and played a pivotal role in managing the company's major client, TUI, while also focusing on developing new products and growth strategies until 2008.

2009-2021: Founder and Group CEO of Meeting Point International and Meeting Point Hotels

Ascending to higher leadership roles, Jouny became the CCO and Managing Director at FTI GROUP, and founded Meeting Point International in 2009, serving as its chairperson. Under her guidance, Meeting Point International has grown to welcome over 4 million guests across 21 countries. Her strategic vision extended to MP Hotels, where as CEO, she has been instrumental in expanding the portfolio, establishing brand identities, and initiating a Corporate Social Responsibility program through partnerships and social ventures by affiliating with Malaika linen and establishing The Egyptian House in El Gouna, Egypt which is a social venture that champions social causes through the commercialization of conscious products.

2021-2023: Chief Executive Officer for Tourism 365

In May 2021, Jouny founded and developed Tourism 365 as the Executive Director. A dynamic, driven and results-oriented leader, Jouny is recognized for her wide-ranging proficiency and accomplishments in the industry. A visionary leader with more than 30 years' experience, Jouny successfully spearheaded the launch of Tourism 365 in 2021, and since then has overseen the overall development of Tourism 365 and its brands Capital Travel and Capital Experience into formidable industry leaders and key players in the outbound and inbound tourism sectors. Jouny's role at Tourism 365 has focused on securing major contracts and agreements with tourism boards and private partners across the entire travel spectrum, as well as leading the efforts of promoting tourism and facilitating the growth of the tourism industry in Abu Dhabi, aiming to increase number of visitors to the Emirate.

2023- Present Shareholder and Non-Executive Chairman Rocket International

A shareholder in Rocket DMC Uzbekistan, Roula Jouny currently also sits on a prominent role as a non-executive Chairman for Rocket Turkiye, Rocket Tunisia, Rocket Egypt, and Rocket Spain DMCs.

Continued Impact and Industry Leadership

Throughout her career, Roula Jouny has been a driving force behind innovation, strategic partnerships, and sustainable growth in the travel and hospitality sector. Her contributions to Tourism 365, particularly the successful launch of Capital Travel and Capital Experience, have solidified her reputation as a visionary leader in the industry. Roula's efforts in securing major contracts and promoting tourism in Abu Dhabi have significantly impacted the growth of the Emirate's tourism industry, further cementing her legacy as a trailblazer in the field.

Jouny's dedication and leadership were recognized at the WTM 2018, where she received the International Travel & Tourism Award 2018 for her outstanding contributions to the travel industry. Her ability to translate vision into operational success and her commitment to the hotel product expansion were particularly commended.