

Marcos Muller-Habig

Gaming Ecosystem Strategist · Talent & Workforce Developer · Executive Speaker

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PROFESSIONAL SUMMARY

Director-level executive with fifteen years building gaming ecosystems, talent pipelines, and creative economy programs from the ground up, with direct accountability to national GDP targets. At Abu Dhabi Gaming, led the creation of a 100-company industry network, placed 150+ people into gaming industry careers, and launched the region's first gaming bachelor's degree. Previously served as CEO and CTO of 42 Abu Dhabi, a peer-to-peer coding school where the campus became the first accredited institution in the 42 Network globally (50+ campuses, 27 countries), with the inaugural cohort achieving a 100% employment rate. LBS Executive MBA graduate (2025). Combines government-scale program execution with entrepreneurial instincts and a track record of building what didn't previously exist.

CORE COMPETENCIES

Gaming Ecosystem Development	Talent Pipeline Design	Esports Strategy & Operations
Economic Development & GDP Impact	Publisher & Brand Partnerships	Strategic Planning & KPI Delivery
Education-Industry Integration	Community & Stakeholder Engagement	Public Speaking & Thought Leadership

PROFESSIONAL EXPERIENCE

Director, Sector Enablement · Abu Dhabi Gaming · Sandstorm Comics · Abu Dhabi, UAE 2025 – Present

Abu Dhabi Department of Culture & Tourism · Talent Development, Community Engagement & Esports

- Lead talent development, community engagement, and esports across both Abu Dhabi Gaming and Sandstorm Comics; primary KPI is GDP contribution measured through gaming industry jobs created.
- Grew Abu Dhabi's gaming company network to 100+ studios and service providers within twelve months.
- Created 150+ gaming industry jobs; first on-target KPI year for the organization since 2021.
- Launched the region's first gaming bachelor's degree through a partnership with French school Rubika.
- Co-produced the regional launch of Call of Duty with Activision; hosted the first Marvel Rivals tournament outside China.
- Led a full organizational rebrand from strategy through execution.
- Contributed to a 20% GDP impact increase in 2024; delivered a 10-year industry strategy in six months.

150+ Jobs Created · **100+ Company Network** · **20% GDP Impact Increase** · **First On-Target KPI Year Since 2021**

Director · Abu Dhabi Gaming · Abu Dhabi, UAE 2024 – 2025

Abu Dhabi Department of Culture & Tourism · Full organizational accountability

- Held company-wide KPI accountability across ecosystem development, esports, talent, and community programming.
- Represented Abu Dhabi Gaming at Tokyo Game Show (2024), debuting four UAE-based studios to Japanese publishers and global partners.
- Acquired a top-ranked esports team for \$1M; sold to an NBA franchise for approximately \$3M, a 200% return; transaction featured on ESPN.

Tokyo Game Show 2024 · **\$3M Esports Exit (200% ROI)** · **ESPN Feature**

CEO (Acting) & CTO · 42 Abu Dhabi · ADEK · Abu Dhabi, UAE 2020 – 2024

Abu Dhabi Department of Education & Knowledge · Peer-to-peer coding school, 42 Network

- Recruited as founding CTO; promoted to Acting CEO during leadership transition; team of 21 direct and indirect reports.

- Took the campus from concept to the first accredited institution in the entire 42 Network globally, covering 50+ campuses across 27 countries.
- First graduate cohort achieved a 100% employment rate; lowest drop-out rate and highest pass rate in the 42 Network.
- Restructured the organizational chart and pay scale; developed a new five-year expansion strategy.
- Delivered the campus grand opening keynote in front of HH Sheikh Khaled bin Mohamed bin Zayed and HE the Minister of Education.
- Delivered an Intel-hosted industry keynote in Abu Dhabi; spoke at Games for Change Middle East Summit (Dec 2023).

First Accredited 42 Campus Globally · 100% Graduate Employment Rate · Lowest Drop-Out Rate in 42 Network

Key Account Manager / Relationship Manager · MDC Business Management Services (Mubadala Group) · Abu Dhabi, UAE 2015 – 2020

- Managed enterprise accounts with a combined contract value exceeding \$20M; accountable for 45% of company revenue.
- Exceeded sales targets by 50%+ consistently by Q2 each year; achieved the highest client closure rate in the company.
- Served concurrently as Disaster Recovery Manager, the only DRM to achieve the highest audit rating for two consecutive years.
- Led technology project management on initiatives valued at over \$5M AED.

\$20M+ Portfolio · 45% of Company Revenue · Highest Audit Rating (x2)

Communications Specialist · Mubadala Development Company · Abu Dhabi, UAE 2014 – 2015

- Managed all operational communications for 1,600 users; coordinated planned and unplanned outage communications.

Associate Consultant · ABeam Consulting · Dallas, TX 2011 – 2012

- Contributed to a multi-year SAP upgrade project spanning two years; led application testing and incident tracking to ensure smooth cutover.

EDUCATION

Executive MBA · London Business School · London, UK 2023 – 2025

Coursework: Operations Management · Corporate Turnarounds · Private Equity & VC · Negotiations & Bargaining · Strategies for Growth & Transformation · Balanced Scorecard · Paths to Power

B.S. Business Administration & Marketing · Florida Institute of Technology · Melbourne, FL 2009 – 2011

SPEAKING & MEDIA

Appearance	Format	Date
Deconstructor of Fun Podcast — Ep. 271: Gaming in the Middle East: Inside Abu Dhabi's Big Bet on Games	Podcast (63 min)	Feb 2025
Arab News Japan — ME FCC 2025 Interview: 150+ Jobs, 100+ Companies	Press Interview	Apr 2025
Tokyo Game Show — Abu Dhabi Gaming Showcase, 4 UAE Studios	Conference	Sep 2024
Games for Change Middle East Summit — Panel: Impact Metrics Unleashed	Panel	Dec 2023
42 Abu Dhabi Grand Opening Keynote — in front of HH Sheikh Khaled bin Mohamed bin Zayed	Keynote	2022
Intel-Hosted Industry Keynote	Keynote	Abu Dhabi

LANGUAGES & ADDITIONAL

Languages: English (native) · Brazilian Portuguese (native)

Website: mullerhabig.com | full biography, press, media, and speaking history