

# Marcos

## Muller-Habig



Director, Sector Enablement · Abu Dhabi Gaming · LBS Executive MBA '25

mullerhabig.com · mmhabig@gmail.com · linkedin.com/in/mmhabig

### SPEAKER BIO

Marcos Muller-Habig is an executive, ecosystem strategist, and speaker with over fifteen years of experience building gaming, esports, and creative economy initiatives in the Middle East.

As Director of Sector Enablement at Abu Dhabi Gaming, a government entity under the Abu Dhabi Department of Culture & Tourism, he leads the emirate's talent development, community engagement, and esports strategy with direct accountability to national GDP targets. His work has contributed to a 20% GDP impact increase, placed over 150 people into gaming industry jobs, and grown Abu Dhabi's gaming network to more than 100 companies.

A graduate of London Business School's Executive MBA programme (Class of 2025), Marcos speaks with the authority of someone who has built institutions where none previously existed, and the clarity to make that story land with any audience.

**150+**  
JOBS CREATED

**100+**  
COMPANIES IN NETWORK

**20%**  
GDP IMPACT GROWTH

**LBS**  
EXECUTIVE MBA '25

### SELECT APPEARANCES

Deconstructor of Fun Podcast — Ep. 271

Feb 2025

Games for Change Middle East Summit — Panel

Dec 2023 · Yas Island

Tokyo Game Show — Abu Dhabi Gaming Showcase

Sep 2024 · Tokyo

42 Abu Dhabi Grand Opening Keynote

In front of HH Sheikh Khaled

Intel Industry Keynote

Abu Dhabi

### SPEAKING TOPICS

Gaming Ecosystems

Esports Strategy

Talent Development

Economic Development

Middle East Markets

Creative Economy

Public Sector Innovation

Gamified Learning

