

Naif Alouda – Hospitality Manager

Naif Alouda is the Hospitality Manager at Boutique Group, a hospitality company fully owned by Saudi Arabia's Public Investment Fund.

With more than five years of experience in the industry, Alouda is passionate about hospitality and seamlessly blends analytical thinking with a customer-centred approach. In his current role, he is committed to driving innovation, fostering teamwork and ensuring the highest standards of service delivery. His proactive approach and strategic vision contribute towards Boutique Group's ongoing success and growth.

Alouda began his career in hospitality at the Four Seasons Hotel George V in Paris, before returning to the Kingdom of Saudi Arabia as the Assistant Director of Food and Beverage at a private government entity. He then joined Boutique Group as a Senior Hospitality Specialist, before being promoted to Hospitality Manager.

Alouda holds a master's degree in International Hotel Management from the Glion Institute of Higher Education in Switzerland, and a bachelor's degree in Banking and Finance from the University of Essex in the United Kingdom. He also holds a certificate in Food and Beverage Management from Cornell University.