



Biography for Serge Zaalof

Serge Zaalof, Chief Operating Officer for Atlantis Resorts & Residences has had an established and noteworthy career in the hospitality industry. In his current role he is heading Operations for all Atlantis Resorts & Residences worldwide namely Atlantis, The Palm and The Royal Atlantis Resort & Residences in Dubai, Atlantis, Sanya Hainan in China which will open in 2017 and the newly announced Atlantis, Ko Olina in Hawaii, which is the first Atlantis resort in the United States.

The Atlantis brand has truly defined integrated entertainment destination resorts. Each Atlantis resort rises majestically out of the sea, the flagship, Atlantis, The Palm and Royal Atlantis Resort and Residences atop the apex of Palm Island in Dubai, and in Sanya, People's Republic of China, rising from the South China Sea. Atlantis Ko Olina will also be inspired by Hawaii's legacy of ocean exploration. A vibrant tribute to an aquatic world of wonder, Atlantis resorts are unique, ocean-themed destinations offering a wide variety of entertainment experiences with restaurants by world-renowned chefs; a vibrant range of bars and lounges; extensive slides and rides at Aquaventure Waterpark; fresh and salt-water pools, lagoons and marine exhibits, including an open air marine habitat. Guests from around the world will also discover superb accommodation, an indulgent spa, luxury boutiques, magnificent event spaces and endless stretches of beach, as Atlantis showcases a dazzling, imaginative world of fun for all ages.

Zaalof joined Atlantis, The Palm as President & Managing Director in September 2009 and has actively been involved as a key member of the executive management team, contributing greatly to the development and strategic growth of the company. He has been instrumental in strengthening the position of the resort as an entertainment destination and led the resort to win numerous, prestigious awards including; Best Hotel Middle East at the Virgin Holidays Awards 2016, Favorite Middle East Resort at the Conde Nast Reader's Choice Awards 2016, Middle East's Leading Resort at the World Travel Awards 2016 and placement on the Condé Nast Traveler Middle East Gold List. In September 2016 he took over the current position as Chief Operating Officer for Atlantis Resorts & Residences.

Zaalof previously spent 10 years with the Jumeirah Group, where he worked as General Manager at the Jumeirah Beach Hotel and Madinat Jumeirah and as well as Senior Vice President for Asia Pacific. Before, Zaalof spent a year as General Manager for resorts in the Caribbean and Tunisia with Allegro International. He began his career in hospitality with the Ritz Carlton in Paris in 1978 with various positions throughout the United Kingdom and the United States. He then spent seven years with Hyatt International, gaining experience in food and beverage in Mexico, Morocco and the United Kingdom. Zaalof was made General Manager of the Hyatt Regency in Casablanca in 1995. He has also worked across Belgium, Spain, Canada and China.

Zaalof is from the Basque area in the Southwest region of France, he currently resides in Dubai.