



Client Experience

Partner, LeNoble Management Consultancy

COO and CEO, Mai Dubai™ Bottled Drinking Water

Executive Director, Arch Point Group

Board Experience

Executive Vice President, Constantia Flexibles

Executive Board member, Innovia Films

Overview

Alexander van 't Riet has over 30 years of experience in operations, sales, marketing, strategic consulting and general management. His international business experience spans B2B and B2C sectors across Asian, European and American markets. Alexander is currently a Partner at LeNoble Management Consultancy in Dubai; helping start-up organisations, driving EBITDA improvement projects, and supporting philanthropy projects.

Approach

Alexander an energetic leader who is comfortable in complex business environments. He believes that great leaders are authentic, people oriented, and approach challenges with a growth mindset and courage. He is passionate about implementing strategies and coaching others to ask "what is the next best alternative?" Alexander firmly believes that direct and honest conversations on improvement are the foundations for making a lasting impact.

Career History

Alexander joined Mai Dubai™ Bottled Drinking Water in February 2017, serving first as the Director of Commercial Operations before taking the role of CEO in March 2019. During his 6-year tenure, he spearheaded growth, more than doubled revenue by launching new and premium products, and drove customer penetration while nurturing a safe, efficient and happy workplace. As CEO, he advocated an active social and environmental agenda, and promoted the water industry interests. In December 2022 he left Mai Dubai to focus on more part time roles; consulting, investing and giving key note speeches.

Before moving to the UAE, Alexander worked in multinationals like Air Products, Gemini Consulting and Avery Dennison. He was an Executive Board member of equity owned Innovia Films in the UK, and the Executive Vice President of the labels division of Constantia Flexibles based out of Vienna, Austria, leading a global organisation which operated 22 factories worldwide.

Alexander has a BBA from Oglethorpe University and an MBA from the Rotterdam School of Management. He has lived in 7 European countries, as well as the Middle East and the USA.

Personal

Alexander enjoys spending time with his family and is the author of the book *In Pursuit of Chocolate*, a Journey of Discovery capturing his family's one-year backpack travel expedition around the world. Alongside family time and travel, Alexander also enjoys golfing, reading, boating, flying, participating in triathlons and playing padel.