

ALEXANDER VAN 'T RIET

Major Career Roles

Partner, LeNoble Management Consultancy
CEO, Mai Dubai Bottled Drinking Water
COO, Mai Dubai Bottled Drinking Water
Executive Vice President, Constantia Flexibles
Executive Board Member, Innovia Films
Director of Commercial Operations, Mai Dubai

Other Career Highlights

Senior Roles, Air Products
Senior Roles, Gemini Consulting
Senior Roles, Avery Dennison
Leadership of Global Manufacturing & Operations Networks
Strategic Advisor & Speaker Across UAE and International Markets

Alexander van 't Riet is an international business leader with more than three decades of experience across operations, general management, commercial leadership and strategic consulting. Most recently, he has served as a Partner at LeNoble Management Consultancy in Dubai, advising on EBITDA improvement, scaling early stage ventures and supporting philanthropic initiatives.

Prior to this, he was CEO of Mai Dubai, where he led substantial commercial expansion, more than doubled revenues through new product launches and premium category growth, and strengthened the company's position as a leading regional water brand.

Earlier in his career, Alexander held senior roles in multinational organisations including Air Products, Gemini Consulting and Avery Dennison, before moving into private equity backed leadership as an Executive Board Member of Innovia Films and Executive Vice President at Constantia Flexibles. In these positions, he oversaw global manufacturing networks, led international commercial teams and delivered large scale operational improvements across Europe, Asia and the United States. His leadership background spans B2B and B2C environments, with experience across industrials, packaging, manufacturing and consumer facing sectors.

Across his executive and advisory work, Alexander has become known for leading organisations through complex operational change, enabling commercial acceleration, and supporting leaders in embracing performance focused, improvement driven cultures. His transition into consultancy and portfolio roles has broadened his impact across start ups, transformation programmes and strategic investment initiatives.

Alexander brings deep cross sector expertise in:

• Operations, supply chain & industrial leadership — senior roles leading global manufacturing footprints and commercial organisations.
• Strategic consulting & transformation — experience at Gemini Consulting and in private equity driven operational improvement roles.
• Consumer & B2B markets — growth leadership in packaged goods, labelling, materials and consumer facing industries.
• Scale up, advisory & portfolio development — supporting start ups, revenue growth programmes and philanthropic initiatives in the Middle East.

Alexander holds a BBA from Oglethorpe University and an MBA from the Rotterdam School of Management. His international career has spanned seven European countries as well as the Middle East and the United States, shaping his global leadership perspective and cross cultural commercial approach.