

MEDIA ONE-SHEET · 2026

Adnan Feroz

The Deal Architect. Relationships are the asset. Signatures are the proof.

Adnan Feroz is The Deal Architect: a Canadian dealmaker and strategic board advisor based in Dubai, working across the US, Canada, the UAE, India and Africa. He helps companies, investors and institutions turn complex international opportunities into signed commercial relationships. His work includes a USD 1B exclusive sales mandate for two Dubai towers, a written global mandate for a fourteen-company Dubai holding group, a board seat on the AERC waste-to-energy consortium, and USD 30M of signed software deals as Head of Alliances and Growth at Galaxy Weblinks. Before Dubai he spent fourteen years in Toronto real estate with USD 300M in personal sales. He is the author of the #1 Amazon bestseller Beyond Riches with Income Properties and The Deal Architect (Amazon, 26 November 2026), the former editor-in-chief of Living in Toronto, and the host of Amplify Your Voice. Born in India, raised in Jeddah, built in Toronto, based in Dubai.

USD 1B
exclusive sales mandate, two Dubai towers

#1
Amazon bestseller in three categories

10M+
views across his shows and channels

250
cities in 30 countries

5
markets: US, Canada, UAE, India, Africa

TOPICS

How to prepare your company for a USD 100M deal
Most companies are not ready for the deal they want. The 90/90 Method: 90 days to a decision, 90 days to execution, and the paperwork principals check first.

Wrong Room: where deals are really done
Why networking events fail, where principals actually meet, and how invitations to the right rooms really happen.

The majlis and the handshake: doing business in the Gulf
Etiquette, patience, hospitality and trust: what Western and Asian executives get wrong in their first year in the UAE and Saudi Arabia.

A licence is not a market: UAE market entry done right
Why most companies lose two years after setup, and how to go from trade licence to signed revenue with partners, distributors and decision-makers.

The Canada and UAE corridor
What the Canada-UAE CEPA and investment agreement mean for operators, and where Gulf capital and Canadian companies meet.

Become a Network King: relationships are the asset
How to build a network that opens doors: give first, solve their problem, never ask for money in the first meeting, and keep the long game.

SAMPLE QUESTIONS

- You sold USD 300M of real estate in Toronto. Why start again in Dubai?
- What is the biggest mistake companies make when they enter the UAE?
- What does "wrong room" mean, and how did you find the right ones?
- How does a USD 1B exclusive sales mandate actually get won?

FORMATS

- **Podcast or video interview**: From USD 2,500
- **LinkedIn Live or co-live**: From USD 2,500
- **Webinar or virtual keynote**: From USD 7,500
- **Panel or fireside chat**: From USD 10,000
- **Keynote, in person**: From USD 20,000
- **Half-day workshop**: From USD 25,000
- **Full-day workshop**: From USD 40,000
- **Press comment**: Complimentary for editorial media

BOOKS

The 90/90 Systems & Strategies Series: Beyond Riches with Income Properties (2018, #1 Amazon bestseller) and The Deal Architect (Amazon, 26 November 2026).

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