



**Brent Anderson**  
**Chief Commercial Officer**  
**Ras Al Khaimah Tourism Development Authority**

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As Chief Commercial Officer at Ras Al Khaimah Tourism Development Authority (RAKTDA), Brent Anderson is responsible for driving the Emirate's commercial tourism strategy, with a focus on expanding global and regional partnerships, enhancing aviation connectivity, driving high-profile events and strengthening Ras Al Khaimah's positioning as one of the region's leading destinations.

With three decades' experience in tourism marketing, partnership development and stakeholder engagement, Brent brings a wealth of international expertise to help RAKTDA unlock new markets and deliver sustainable visitor growth.

Prior to joining the authority, Brent spent more than two decades with Tourism Australia in a variety of senior positions. As the Regional General Manager for South & South-East Asia (SSEA), he successfully led the region to become the fastest growing and second largest source of visitors for Australia. Post-pandemic, SSEA became the fastest recovering region for Australia supporting the recovery of Australia's tourism industry.

In his role at RAKTDA, Brent leads the Commercial Tourism Destination teams, overseeing Destination Tourism Development, Marketing & Communications and Community Outreach & Events. His strategic focus includes expanding Ras Al Khaimah's presence in key international markets, while leveraging luxury tourism as a key growth driver.

An Australian national and graduate of James Cook University with a Bachelor of Administration (Tourism) Honours and an Executive MBA from Aalto University, Brent has worked extensively across Asia, Australia and New Zealand.