

SUMMIT

Luma Al Khatib,

Assistant Director of Marketing & Head of Convention Bureau

Luma Al Khatib is a senior business events and destination marketing professional at the **Jordan Tourism Board**, where she currently serves as **Assistant Director of Marketing and Head of the Convention Bureau**. With nearly two decades of experience, she has played a central role in developing Jordan's MICE sector, leading international bidding efforts, association partnerships, and market development across Europe and key global markets.

Luma is widely recognised for positioning Jordan as an emerging destination for high-value meetings, incentives, conferences, and exhibitions, and for strengthening the country's presence within the global business events community.