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**MIDDLE EAST MOVES
MARK JAN KAR AND SANTIAGO OLEA**



DUBAI, UNITED ARAB EMIRATES, 1 September 2026

Legends Global has announced two moves to bolster focus on existing and growth opportunities across the Gulf region. Mark Jan Kar, will become Senior Vice President, MENA and APAC Strategic Projects with Santiago Olea moving into the General Manager role for Coca-Cola Arena in Dubai, owned by Dubai Holding Entertainment.

Peter Loxton, Chief Operating Officer for Asia Pacific and Middle East for Legends Global, sees this as a successful continuity of key players in a strategic region for Legends Global.

“With a variety of strong opportunities across the dynamic Middle East and growing APAC market we are pleased to have Mark’s leadership continue across the region,” he said.

Under the guidance of Legends Global EVP for Asia and MENA Paul Sergeant, Mark will now manage strategic projects across the Middle East and APAC region and oversee all new business opportunities within the region, while maintaining oversight of Coca-Cola Arena under Santiago’s leadership.

“Last November, Legends Global announced a joint venture with Saudi Arabia’s Event Investment Fund (EIF) to support the Kingdom’s Vision 2030 and invest for its fast-growing venue industry to deliver Management Services exclusively for the EIF-developed venues as they are delivered,” expanded Loxton.

This partnership will become the venue operator for venue projects within the Kingdom of Saudi Arabia for exhibition and convention centres, and entertainment venues to host world-class events in the culture, entertainment, tourism, and indoor sports sectors.

Mark joined Coca-Cola Arena as Commercial Director in 2018, to then lead the live entertainment program from 2019 and became General Manager in 2021. His role was expanded in 2024 to Senior Vice President Entertainment, Content and Programming for the Middle East Region. Prior to Coca-Cola Arena, Mark was the Vice President of Strategic Partnerships at International Management Group (IMG), representing some of the biggest names in the world of sport and entertainment.

“The exponential growth and development across the MENA region mean we can harness the power of bringing communities together through world-class live experiences, for residents and guests, our audiences, our team and the talent we welcome to our stage.”

“The power of the Legends Global network means we can leverage our global team to access content, tours, partnerships and unique opportunities that appeal to our local audiences.

“We see entertainment and events across this region as a symbolic driver of, not only economic growth, but a desirable lifestyle,” said Jan Kar.

“We have delivered over 550 live events since opening Coca-Cola Arena and had our strongest year of sold out shows in 2025. Last year we were shortlisted for the ILMC Arthur awards, and this year IQ Magazine recognised Coca-Cola Arena as an Arena Star, one of 20 elite venues globally for outstanding capabilities and live entertainment excellence.”

Santiago Olea joins Coca-Cola Arena from another Legends Global venue in the region, the King Abdullah Financial District Conference Centre in Riyadh, Saudi Arabia. He was appointed General Manager in 2024, looking after the 28,000 sqm conference centre, featuring a 1,215 sqm banquet hall used for conferences, concerts, gala dinners, exhibitions, product launches, award ceremonies and weddings.

Santiago brings over 12 years' experience across vital sports and entertainment venues and major events in Saudi Arabia, Kuwait, Qatar, and Dubai to the team.

Santiago joined Legends Global directly from the MBC Group, the largest media company in the Middle East and North Africa, where he was Chief Operating Officer for MBC Events helping them grow through excellence in event execution and cultivating strong, strategic alliances with vendors.

Prior to MBC, Santiago managed Live Nation venues across the Middle East including the Maraya in Saudi Arabia, The Arena in Kuwait and the Ali Bin Hamad Al Attiyah Arena in Qatar. For Maraya, Santiago developed and delivered the programming strategy in support of the venue's artistic vision attracting national and international events of all genres to the venue.

“Coca-Cola Arena, owned by Dubai Holding Entertainment, has become one of the most active and versatile venues in the world, welcoming an exceptional range of touring concerts, international sporting events, comedy shows, corporate events, exhibitions, live theatre and family entertainment,” said Olea

“It's been adopted by locals and loved by guests and artists, and I look forward to working alongside the expert team at the Arena to deliver the next phase of growth and economic impact for the city.”



Both executive appointments are effective September 2026.

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ABOUT LEGENDS GLOBAL

Legends Global is the premier partner to the world's greatest live events, venues, and brands. We deliver a fully integrated solution of premium services, including feasibility and consulting, project development, sales, partnerships, venue management, hospitality, merchandise, and content and booking. Our white-label approach ensures our partners remain front and centre while we harness the power of our global network - including over 450 venues, 20,000 events, and 165 million guests annually - to enhance their business and guest experience. To learn more, visit us at www.LegendsGlobal.com and follow us on [LinkedIn](#) and [Instagram](#).

LEGENDS GLOBAL (Asia Pacific and Middle East):

From its regional headquarters in Brisbane, Australia, Legends Global books, operates and manages a network of venues that includes:

Stadiums - Suncorp Stadium, Brisbane; Kai Tak Sports Park Main Stadium, Hong Kong; and 50% ownership of VenuesLive, the operator of Optus Stadium, Perth; Riyadh, Saudi Arabia (under construction)

Entertainment and Indoor Sports Arenas - Afterpay Arena, Sydney; Brisbane Entertainment Centre; Newcastle Entertainment Centre, TikTok Entertainment Centre; ICC Sydney; Brisbane Convention C Exhibition Centre Great Hall; Cairns Arena, Coca-Cola Arena, Dubai; and Kai Tak Sports Park Indoor Arena, Hong Kong; Bangkok Arena, Thailand (under construction), Riyadh, Saudi Arabia (under construction)

Live Performance Theatres - Brisbane, Cairns, Darwin, Sydney, Kuala Lumpur, The Cutaway, Sydney and Riyadh, Saudi Arabia (under construction)

Convention C Exhibition Centres - Brisbane, Cairns, Darwin, Newcastle, Sydney, Christchurch, Kuala Lumpur, The Cutaway, Sydney and Riyadh, Saudi Arabia (under construction)

Shooting Range - Riyadh, Saudi Arabia (under construction)

Hospitality - RAC Arena

ABOUT COCA-COLA ARENA

Opened in June 2019, Coca-Cola Arena has revolutionized the live entertainment industry in the UAE and throughout the Middle East. Capable of hosting live shows 365 days a year, the fully air-conditioned, 17,000-capacity arena establishes Dubai as a major destination on the global events circuit. Coca-Cola Arena's unique automated seating design means it can be adapted to international and local events of all sizes, from international touring artists, sporting tournaments, e-gaming, comedy and live theatre and musical performances, to conferences, gala dinners, AGMs and weddings. Located in the heart of City Walk, Dubai's lifestyle destination, Coca-Cola Arena is a 15-minute drive from Dubai International Airport and a 5-minute walk from the closest Dubai Metro Station. The region's largest multipurpose indoor arena, Coca-Cola Arena is an asset of Dubai Holding Entertainment portfolio and is managed by Legends Global, the world's leading venue management and services company.

Images: Mark Jan Kar (L) and Santiago Olea (R)