



Dubai Concierge Service Staffing Proposal

This proposal outlines a comprehensive staffing plan to support the launch of a luxury digital concierge platform based in Dubai. The service is designed to deliver exclusive lifestyle management and elite guest services for ultra-high-net-worth individuals (UHNWIs). The document defines the key operational roles required, salary benchmarking for the Dubai market, a phased recruitment strategy, and budget estimations, ensuring a smooth and high-quality operational start.

Strategic Context for the Dubai Concierge Launch

The establishment of a robust operational team in Dubai is a foundational move in launching a digital concierge platform that aspires to set new standards in luxury service. Dubai, as a global hub for innovation, wealth, and connectivity, offers the ideal environment for assembling a core leadership and infrastructure team that can serve both regional operations and international expansion.

This staffing model is not only designed to meet the demands of launching a premium service for UHNW clients but also structured to ensure that the platform can expand globally with agility. By centralizing key functions—such as executive leadership, finance, technology, commercial relations, and brand strategy—in Dubai, the business is positioned to maintain consistency, quality, and strategic control across all future markets.

As the company grows beyond the UAE, the operational burden in other regions will shift toward localized concierge service teams and customer engagement roles. This structure allows for streamlined and cost-efficient expansion, minimizing redundant administrative or technical staffing abroad. Instead, regional teams will focus on what matters most: delivering seamless, personalized, and culturally attuned guest experiences—while the operational engine remains in Dubai.

The following staffing proposal defines the strategic roles required for the Dubai headquarters and provides a blueprint for building a globally scalable concierge service.



Scope of Work

The staffing proposal covers the recruitment of 13 key roles that form the operational backbone of the Dubai headquarters. The process will include:

- Salary benchmarking in both AED and EUR
- A strategic, phased recruitment roadmap
- Role-based recommendations for relocation or hybrid work
- Full-cycle hiring support, from headhunting to onboarding

The focus is on ensuring the entire team is in place and operational within a three-month window, ready to deliver a premium concierge experience.

Scope of Work

The staffing proposal covers the recruitment of 13 key roles that form the operational backbone of the Dubai headquarters. The process will include:

- Salary benchmarking in both AED and EUR
- A strategic, phased recruitment roadmap
- Role-based recommendations for relocation or hybrid work
- Full-cycle hiring support, from headhunting to onboarding

The focus is on ensuring the entire team is in place and operational within a three-month window, ready to deliver a premium concierge experience.



Salary Benchmarking

Market-aligned benchmarking was conducted to define competitive salary ranges:

Position	Annual Salary (AED)	Annual Salary (EUR)
COO	AED 420,000 - 690,000	€105,000 - €172,500
Project Manager / Assistant to COO	AED 240,000 - 360,000	€60,000 - €90,000
CTO	AED 371,000 - 688,000	€92,750 - €172,000
CCO	AED 360,000 - 480,000	€90,000 - €120,000
Head of Vendor Relations	AED 240,000 - 360,000	€60,000 - €90,000
Account Manager	AED 180,000 - 300,000	€45,000 - €75,000
CFO	AED 366,000 - 592,000	€91,500 - €148,000
Treasury / Finance Manager	AED 240,000 - 360,000	€60,000 - €90,000
Customer Experience Manager	AED 228,000 - 383,000	€57,000 - €95,750
Luxury Concierge Agents (x3)	AED 99,000 - 130,000 each	€24,750 - €32,500 each
CMO	AED 360,000 - 472,000	€90,000 - €118,000
Luxury Marketing Specialist	AED 200,000 - 300,000	€50,000 - €75,000

All figures are annual gross salaries. Currency equivalence based on a conversion rate of 1 AED ≈ 0.25 EUR.

All figures are annual gross salaries. Currency equivalence in EUR ranges from **€875,500 to €1,343,750 depending on the total compensation structure.**



Hiring Timeline

The recruitment will proceed in three parallel and overlapping phases:

Phase 1 (8-12 weeks): Focus on executive hires - COO, CTO, CFO, and CMO. These positions are foundational to operations and company culture.

Phase 2 (6-10 weeks): Recruitment of senior commercial and operational positions - CCO, Head of Vendor Relations, Treasury or Finance Manager, and the Customer Experience Manager.

Phase 3 (4-8 weeks): Completion of client-facing and branding teams - including three Luxury Concierge Agents, one Account Manager, and the Luxury Marketing Specialist.

This timeline is designed for efficiency while maintaining Squad's standard of high-caliber placement.

Relocation and Hybrid Strategy

While many roles can be sourced locally, Squad also provides international search capabilities. The following approach is recommended:

- **On-site roles (based in Dubai HQ):** COO, CFO, CCO, Treasury Manager, Customer Experience Manager, and all Concierge Agents.
- **Flexible roles (hybrid or international relocation):** CTO, Project Manager, CMO, Head of Vendor Relations, and Luxury Marketing Specialist.

Relocation packages for strategic hires may include visa sponsorship, housing allowances, and family relocation support.



Estimated Hiring Budget

The estimated total Year 1 payroll for the 13 roles ranges from:

- **Minimum:** AED 3,502,000 (~€875,500)
- **Maximum:** AED 5,375,000 (~€1,343,750)

In addition to salaries, Squad's recruitment fees are:

- **Executive search (C-suite):** 30% of annual salary
- **Standard search:** 20% of annual salary

This results in estimated recruitment fees between AED 888,100 and AED 1,367,200.

Total hiring cost (Year 1):

- **Minimum:** AED 4,390,100 (~€1,097,525)
- **Maximum:** AED 6,742,200 (~€1,685,550)

A non-refundable retainer is required to initiate the search:

- €2,000 per regular role
- €5,000 per executive role (deductible from final placement fees)

Squad's Deliverables

To ensure an exceptional hiring experience, Squad will provide:

- Tailored job briefs and role scorecards
- Executive search and first-stage interviews
- Curated shortlists with detailed insights
- Candidate coordination, scheduling, and offer support
- Weekly updates and reporting throughout the hiring phases



Next Steps

1. Sign Squad's staffing agreement and pay applicable retainers
2. Confirm which roles are remote/hybrid vs Dubai-based
3. Approve proposed salary structure and recruitment phases
4. Receive first candidate profiles within 2-3 weeks of project kickoff

Why Squad?

With deep expertise in UHNW lifestyle management and a global network of executive talent, Squad offers more than recruitment. They offer strategic team building that aligns talent with long-term vision, ensuring the Dubai concierge platform launches with excellence from day one.