

JAX DYER

EXECUTIVE PRODUCER | PRODUCTION SUPERVISOR | ABU DHABI SPECIALIST



Dubai, UAE



+971 50 2454 584



info@callacrew.ae



[LinkedIn](#)



[IMDb](#)

PROJECT HIGHLIGHTS

Selected Feature Film & TV Credits:

- Die Ältern | 2025
- Genie, Make a Wish | 2024
- Only 3 Days Left | 2022
- Das Beste Kommt Noch | 2022
- Zodi & Tehu | 2021
- Switch | 2013
- Mission: Impossible - Ghost Protocol | 2011

Short Films:

- The Family Tree | 2015
- The Turtle | 2012
- The Queen (Al Malika) | 2010

Theme Park Entertainment:

- Qiddiya Aquarabia | 2023-2025
- Qiddiya Six Flags | 2023-2025
- SeaWorld Abu Dhabi | 2021-2023
- Saraya Aqaba Waterpark | 2021
- Warner Bros. World Abu Dhabi | 2018

Advertising Campaigns:

- Miral Brand Campaign | 2025
- Miral Yas Bay Launch | 2021
- Dubai Tourism | Abu Dhabi Tourism
- Emirates | Saudia | Qatar Airways
- Expo 2020 | Expo 2015 | Expo 2012
- Nike | Audi | Maybach | BMW
- Genesis | Kia | Hyundai | Chevrolet

SOFTWARE

- Movie Magic Budgeting
- Microsoft Excel, Word & PowerPoint
- Google Workspace
- Keynote, Numbers

LANGUAGES

- English – Native | C2 proficiency
- Afrikaans – Intermediate

PROFILE

Executive Producer and Production Supervisor with 36 years' experience across film, television and commercial production, including 23 years based in Dubai. Extensive experience supporting international feature films and series filming in the UAE, working with multinational producers, directors, cast and crews across complex production environments.

Strong background in physical production, budgeting, scheduling, crew and supplier management, locations, permitting and production logistics, with an in-depth understanding of UAE production infrastructure and local working practices. Experienced in supporting productions accessing regional film incentives, including the Abu Dhabi rebate, as well as incentive frameworks in Saudi Arabia and Jordan.

Known for calm leadership, attention to detail and practical problem-solving, with the ability to anticipate production challenges, manage multiple stakeholders and keep complex shoots moving efficiently within budget and schedule.

CORE EXPERTISE

Physical Production & Regional Expertise

- Physical Production & Production Supervision
- Feature Film & Scripted Television Production
- Production Budgeting & Cost Management
- Scheduling & Resource Planning
- International & Local Crew Management
- Locations, Permitting & Government Liaison
- Production Logistics & Unit Operations
- International Crew Mobilisation
- Local Vendor & Supplier Management
- Cast & Talent Logistics
- Health, Safety & Production Risk Management
- Film Commission & Stakeholder Liaison
- UAE Production Infrastructure & Regulatory Requirements
- Regional Rebates & Production Incentives
- Multinational & Cross-Cultural Team Leadership

REGIONAL PRODUCTION INCENTIVES

UAE | Saudi Arabia | Jordan

Experienced in supporting international productions working within regional incentive and rebate frameworks, including Abu Dhabi, Saudi Arabia and Jordan. Familiar with structuring budgets and local production expenditure around qualifying requirements, coordinating local suppliers and crew, maintaining appropriate production documentation and working with regional stakeholders to support compliant delivery.

Strong understanding of how incentive requirements impact production planning, budgeting, crew structures, procurement and scheduling, enabling international producers to make informed decisions from early feasibility through physical production.

JAX DYER

EXECUTIVE PRODUCER | PRODUCTION SUPERVISOR | ABU DHABI SPECIALIST

PROFESSIONAL EXPERIENCE

Head of Production | Filmworks Group | Dubai | 2019 – 2025

Led physical production and production operations across international feature films, television series, commercials and large-scale entertainment projects filming throughout the UAE and wider Middle East.

Oversaw production planning, budgeting, scheduling, crew structures, locations, permitting, suppliers, logistics and on-ground execution, working closely with international producers, directors and production teams to translate creative and technical requirements into practical local production solutions.

Managed large multinational crews, complex schedules and multi-million-dollar budgets while maintaining oversight of cost, resources, production risk and delivery.

Worked extensively with local authorities, film commissions, government stakeholders, locations and suppliers, providing international productions with senior on-the-ground leadership and regional production expertise.

Executive Producer | Filmmaster MEA | Dubai | 2017 – 2019

Executive Producer overseeing international commercial and branded productions across the UAE and regional markets. Managed budgeting, scheduling, crew and supplier structures, locations, logistics and production delivery for global agencies and brands.

Executive Producer | Magnet Connect | Dubai | 2015 – 2017

Led production of commercial, branded and stills projects for regional and international clients, managing budgets, schedules, multinational crews, suppliers and production workflows from pre-production through shoot and delivery.

Producer | Filmworks | Dubai | 2011 – 2014

Produced and facilitated international feature film, television and commercial productions filming in the region, coordinating local crews, locations, permits, suppliers, logistics and on-ground production requirements.

Freelance Producer | Dubai | 2005 – 2011

Produced international film, television and commercial projects across the region, working with visiting production teams and regional clients on budgeting, scheduling, crew, locations and shoot logistics.

Agency Producer | Team Young & Rubicam | Dubai | 2003 – 2005

Managed television and integrated production for major regional and international brands, working across agency, client and production stakeholders.

Earlier Career | South Africa | 1990 - 2003

Built a strong foundation in advertising, production operations and client management across leading international agencies including M&C Saatchi, morrisjones&co, Saatchi & Saatchi, Lintas, Young & Rubicam and AC&R BSB Bates.

INTERNATIONAL PRODUCTION SERVICES

Extensive experience supporting international productions filming in the UAE, acting as the bridge between visiting production teams and local production infrastructure. Experienced in translating international production requirements into practical on-ground solutions across crew, locations, permitting, suppliers, logistics and government liaison.

Strong understanding of the operational and cultural considerations involved in bringing international cast, crew and equipment into the region, with experience working across European, US, Asian and Middle Eastern production teams.