



Hmoud Adel Al-Amri

# A master of all trades

Story and images by Athoob Al-Shuaibi

**W**hen a human being is like a solid oak tree, he can easily get uprooted or felled by a storm. But when he's like a palm tree, he sways with the wind. Hmoud Adel Al-Amri is a multitalented media figure who doesn't break easily. He has learned how to adapt to the ups and downs in his career. He can be found almost everywhere - Twitter, Instagram, YouTube, radio and television, but despite this, there's little to read about him on the Internet. So it's not surprising that when you meet him, he comes across as a shy person.

"I remember my conversation with a friend about my insistence to search for a job that required the utmost courage. We were at Marina Mall when I looked at the radio cabin of Marina FM, watching the presenter doing her job. I told him: 'Someday, I will sit next to her to present my own radio program'. He of course didn't take me seriously, but I took a two-week holiday only to go daily and stand at the door of the station to apply for a job. This was back in April 2005 when Marina FM was launched. My persistence paid off and I was approved in November to host my first program," Hmoud told Kuwait Times.

The 33-year-old radio presenter emerged 10 years later from Marina FM after deep thought to forge ahead in the visual communication field. He's currently a production manager at OTB Creative Concept, the parent company of several other companies such as Planet Entertainment, Layalina magazine and Al-Waseet.

"Something happened to me that I will never forget during my job as a general supervisor of a morning show for a Kuwaiti TV channel and as a presenter of a small component of the show about tech and entertainment news. The channel decided to cancel my segment after accusations from the public, charging me of promoting a Hollywood celebrity's social

media account. Someone edited the first section and linked it to the last part of my words to make me sound like I was telling everybody to follow this account. Meanwhile, the truth is that I was voicing my wonder and surprise that why did she wait for two years to join. It was just a way to end the segment," Hmoud recalled.

From hosting a small segment, Hmoud moved on to become a key anchor of a major new TV show on Scope Channel. The tone of the show is serious as it hosts professionals to talk about local affairs and various issues in the Kuwaiti community. Hmoud said that he doesn't see himself here, but is excited to work in this new show. "It's a new adventure that will inevitably add to my experiences," he said. "This is not far from my own audio and video advertising company (Thinking Cap), founded by me and my cousin," he added.

### There's no end to ambition

"Everywhere you go, you should add something positive - a new experience, a new challenge and unexpected opportunities. I didn't expect myself to get pulled off an oilfield to work at a call center, then ending up as a production manager and a TV anchor. Although I'm a shy person, I'm never afraid of change. Making a decision, however, is not easy," said Hmoud.

Leaping from one job to another can hurt your career. "But, when your job doesn't take you to a bigger place - bigger than your manager - then it's time to change," he stressed. "My passion is technology - I'm working on a program that presents innovative ideas and latest news and updates about gaming. The show will be on the Internet where young people spend most of their time watching videos. The future of TV is the Internet - people are no longer spending long hours in front of television screens," Hmoud told Kuwait Times.

Hmoud advises people not to fear to live the life they want and be what they want, proving to these varied talents that

they can win in every domain they are passionate about. "Jack of all trades and master of all. I have worked as a petroleum engineer, call center operator, broadcaster, scriptwriter, director, production manager...and guess what, I even wrote a theatrical play called "Moon Land". My biggest dream is to see it on stage someday," he concluded.

*EVERYWHERE YOU GO, YOU SHOULD ADD SOMETHING POSITIVE - A NEW EXPERIENCE, A NEW CHALLENGE AND UNEXPECTED OPPORTUNITIES*

