

JON SCAGOS

Associate Consultant & Thought Leader



Jon has 15 years of management consulting experience in the culture & tourism sectors, and was previously a top-ranked (10%) consultant at PwC Middle East Strategy & Operations team, advising government and private entities in the Middle East and UK.

He has completed 80+ engagements in sector strategy, feasibility studies, market research, benchmarking, economic studies, and sector planning for entities such as Saudi Tourism Authority, Saudi Ministry of Culture, Jeddah Historic District, Abu Dhabi's Department of Culture & Tourism, Meraas, Qiddiya, Royal Commission of AlUla, Dallah Albaraka, KSA Visual Arts

Commissions, KSA Film Commission, and Diriyah Gate.

Jon has a Bachelors of Science Degree with Cum Laude distinction from Boston University's Questrom School of Business.

Additionally, he has a personal passion for arts & culture, as a producer, director and writer with a short film selected for 3 international film festivals, and recognition in 4 international screenwriting competitions. He also developed an application for discovering actors and project opportunities in the film, television, and commercial industry that won a 150k grant (placing in the top 5%).