

# Digital Transformation for Businesses

Sunday , March 27, 2016



**Karan Patel**  
**Marketing Manager – 2GIS.ae**

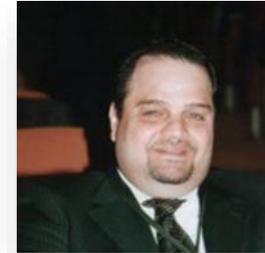
**Part 1 :**  
**by Karan Patel**

**Take away points :**  
**Digital Marketing Insights**  
**Digital transformation for SME's – how can it help SME's to grow**  
**Power of social media for businesses**

Marketing & Advertising professional specialized in building brand and product leadership, handling responsibility for revenue growth, product innovation and customer experience improvement through digital and social media marketing. Years of experience in the Middle East, have managed marketing for the following brands like Emirates , HP , SAP , Yamaha to name a few .

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**Belal Beseiso**

**VP – Business Development – 2GIS.ae**

A vision-centric, performance driven and people-empowering leader who has a cross-functional experience across the entire life cycle of Advertising, Real Estate, Asset Investment , Portfolio Management, as well as B2B Management and the FMCG industry. Over 29 years of working experience, have developed comprehensive Management abilities to build, structure, package, market, sell and manage different products, as well as complex portfolios, with hands-on setting strategies, developing budgets, and monitoring P&L.

**Part 2 :**  
**by Belal Beseiso**

**Take away points :**  
**Power to Direct Marketing for Businesses**  
**2GIS product demonstration**