

UAE EDITION

DIGITRANS 2017

THE DIGITAL TRANSFORMATION FORUM

Leading transformation to help businesses
achieve digital maturity

25-26 October 2017

Dubai, United Arab Emirates

Presented by

MIT Sloan
Management Review
GCC



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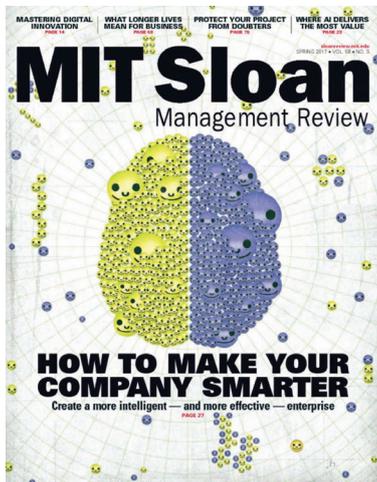
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ABOUT MIT-SLOAN MANAGEMENT REVIEW

Since 1959, MIT SMR has been a forum for business-management innovators from around the world to present their ideas and research.

It leads the discourse among academic researchers, business executives and other influential thought leaders about advances in management practice, particularly those shaped by technology, that are transforming how people lead and innovate. MIT SMR disseminates new management research and innovative ideas so that thoughtful executives can capitalize on the opportunities generated by rapid organizational, technological and societal change.



We also conduct the MIT SMR Big Ideas which are collaborative enquiries capturing the best thinking, reporting and scholarly research on the management implications of one significant transformation in the business environment. The Big Ideas illuminate major changes in the competitive landscape that managers are hungry to understand and that are the chief drivers of management practice innovation as enterprises respond to novel opportunities and threats.

The 58 year old legacy comes now to the GCC region to help it prepare for the future and for growth fuelled by technology and path-breaking innovations. Through our events, we will host names that have redefined boundaries within their domains and will provide a platform for the visionaries to discuss future collaborations.

DIGITRANS 2017

Global investments in digital transformation is estimated to reach close to \$431 billion by 2021. It has not only disrupted the traditional business processes but also been rapidly reshaping the global economy and has created a new breed of innovators, visionaries and enablers that are making businesses, organizations and people future ready.

Pursuing digital transformation to simply keep pace with competition is no longer enough. Legacy corporations and businesses have been forced to rethink their business models, using technology as an enabler as even the most popular brands are losing relevance in a digital age. More than half of the Fortune 500 companies have disappeared from the list since 2000 and that too with digital transformation wave just beginning.

MIT Sloan Management Review leads the conversation on how technology is transforming the practice of management and reshaping the organization. As the digital revolution enters its next phase, we find ourselves confronting a new set of questions about the relationship between technology and management.

These questions delve into the core of the organization, to what it means for machines and humans to work together. MIT SMR focuses on this digital future for 21st century management.

Companies are investing heavily in their future by

initiating a long-term programme to change the way they think, work and sell themselves. The conversation has now moved from, “how good the product or service is?” to “what value does it add to the existing ecosystem?” The race is on to find the answer to this question and develop your products and services around that USP.

The technologies forming the core of this digital transformation industry - social media, mobile, analytics and cloud are already going through a phase of transition and in turn, are playing a major role in how organizations communicate, interact and provide extremely seamless, efficient and specific customer experiences.

These technologies also ensure that as we get more connected as a world, the security of clients, associates and resources remain secure especially when cyber-attacks have become an order of the day that needs to be tackled.

DIGITRANS 2017 offers actionable knowledge for strategy, organizational roadmap, and innovation-based opportunities.

With a focus on customer centric experiences and operational efficiency **DIGITRANS 2017** has the potential to reinvent, re-invigorate and rejuvenate your business.



DIGITAL TRANSFORMATION TODAY

“Digital transformation could generate \$16.9 billion in extra revenue each year for companies in the Middle East from 2017 to 2021” - PwC

According to a survey conducted by PwC, the digital transformation initiative could also result in an additional saving of \$17.3 billion annually for companies in the Middle East. This signals not only the rise in revenues through digital initiatives but also highlights the cost-saving factor by implementing technology oriented processes.

“The digital could add \$95 billion per year to the Middle East’s annual GDP by 2020” – McKinsey



With one of the highest penetration of smart-phones and technology oriented products and services, the digital industry is only set to take control and add value to the existing setup. It is for this reason that Middle East is attracting companies with digital products and services for everyone.

“On an average, 94% of the companies in the GCC are already experimenting with mobile technologies to engage with customers, employees or business partners” – Accenture

The growth in the sector and the opportunities that exist can be gauged from the fact that the majority of organizations have recognized the need for initiating a digital transformation program and have started planning for the same. What they need now are partners who can help execute the plan in a successful manner.

“Approximately, 60% of the GCC companies believe big data and analytics are important” – PWC

The need for the companies in the GCC to understand their customers better in order to provide the best of services in a secure, efficient and a customized manner is evident from the above statistic. They are investing heavily in such technology platforms preparing themselves for the future.

WHY SHOULD YOU ATTEND?



MAKE YOUR BUSINESS FUTURE-READY

Find out how digital transformation is changing the way businesses will run in the near future



YOUR BUSINESS MODELS ARE BECOMING OUTDATED

Decreased profits, increased costs and unsatisfied clients? It's time you overhaul your business processes and get in tune with the new-age demand and with technology as an enabler



YOUR TEAMS AREN'T EQUIPPED

Digital transformation is about people as much as it is about technology. Find out how your people can tap the organization's maximum potential using technology.

THE VENUE DUBAI

- 73% of the businesses in UAE feel that downtime and data loss will negatively impact customer confidence and brand integrity and are hence ready to invest in digital transformation
- Digital transformation is expected to boost the UAE economy by around \$14 billion by 2020.
- ICT spending in UAE for 2017 is expected to be around \$6.2 billion and increase from there year-on-year
- UAE government can save nearly \$5 billion if the nation undergoes full digital transformation according to industry experts quoted during GITEX Technology Week 2016.
- Digital transformation figures prominently in UAE Vision 2021, Dubai Plan 2021 and Abu Dhabi Vision 2030.
- Digital services form a key component of the Dubai government's plan to make Dubai one of the happiest and smartest cities in the world.



YOUR CUSTOMERS ARE EVOLVING

With access to more information, choices and using social media as a powerful feedback tool, consumers today yield an amazing amount of power and are not scared to use it to their advantage. Learn how to keep pace with them.



DISRUPT & INNOVATE

Not just mere hyped buzzwords, disruption and innovation have become global mantras of success and they ensure that the business stays relevant.



STRATEGIZE & EXECUTE

Apart from enlightening yourself on the way ahead with digital transformation, prepare a strategy with the help of key learnings from the global leaders about executing the plan in a perfect manner.



THE UAE EDITION **WILL FOCUS ON:**

- Digital strategies for the C-suite
- Planning & investments for a digital transformation programme
- Advanced analytics and cloud computing
- Social media and mobile
- Technology-driven process for operational excellence
- Multi-channel and cross-functional
- Role of big data in digital transformation
- Establishing a culture of innovation
- Internet of Things (IoT) and its applications



MAKING A DIFFERENCE BY BEING DIFFERENT

Exclusive C-suite Panel

The decision-makers themselves on what their thoughts are about how technology is important to their business as they lay out their future strategy

Premium Networking

Explore business opportunities and potential tie-ups with global technology success partners that will put your organization on the path of sustainable profits

Digital Leader Awards: The best way to send a strong message in support of anything that is gaining a foothold in the market is to recognize the pioneers and visionaries who led from the front when others were hesitant.

Exclusive content & case-studies

The best in the business from across the globe with the best of the content that will make for the unique experience and leave you envisioning the future of your business

Empowering focus sessions:

Reducing the knowledge gap by specifically focusing on topics that form the core of digital transformation



ATTENDEES WILL INCLUDE:

- Chief Executive Officer
- Chief Operations Officer
- Chief Digital Officer
- Chief Marketing Officer
- Chief Information Officer
- Chief Information Security Officer
- Vice-President/Director/General Manager/
Manager – Operations, Marketing, Information
Technology, Technology, Digital, Digital
Transformation, CRM
- Managers/Specialists/Analysts – Digital
Transformation, Information Technology, Business
Excellence, Operations, CRM, Digital, Technology

FOCUS INDUSTRIES:

- Banking & Finance
- Healthcare
- Automobile
- Publishing & Retail
- Real Estate
- Telecom
- Governments
- Transportation
- FMCG
- Media & Entertainment

DIGITAL LEADER AWARDS

MIT Sloan Management Review as a premier technology publication has always celebrated names that have championed the cause of technology implementation. These are pioneers who have set new standards or changed the existing ecosystem completely.

The need to honour these leaders on a public platform stems from the fact that their success needs to resonate across region and industries which will, in turn, motivate others to walk the same road and build a success story of their own.



The Digital Leader Awards by appreciating the award winners' contribution in front of their peers aims at highlighting the opportunities that exist in the area of digital transformation which these awardees were quick to spot and explore. These awards also showcase the growing prominence of digital transformation in organizations and the key role they play in determining their future growth.

The awards will map the winner's journey from the phase of envisioning a transformation program to its execution. It will bring to the fore the challenges they have overcome which shows their determination to succeed and understanding of what the new age client demands. They were quick in keeping pace with the existing world and fine-tuned their processes to be a step ahead.

Their journey and the will to excel will force others to rethink their strategies and create a new benchmark in turn to follow and when that happens, the MIT Sloan Management Review team will be there to celebrate their success.

THE 2017 EDITION CATEGORIES INCLUDE

- GLOBAL DIGITAL LEADER
- MIDDLE EAST DIGITAL LEADER
- GOVERNMENT DIGITAL LEADER
- DISRUPTIVE DIGITAL LEADER
- INNOVATIVE DIGITAL LEADER
- DIGITAL LEADER – BANKING
- DIGITAL LEADER – PUBLIC SERVICES
- DIGITAL LEADER – HEALTHCARE
- DIGITAL LEADER – MANUFACTURING
- DIGITAL LEADER – EDUCATION
- DIGITAL LEADER – TELECOM
- DIGITAL LEADER – RETAIL

SPEAKER PANEL



TREVOR MOORE
Chief Digital Officer, Richmond
Fellowship, United Kingdom



SANDEEP CHOUHAN
EVP Technology &
Operations, Mashreq, UAE



ALEX BATLIN
Global Head of Emerging
Technology, BNY Mellon,
United Kingdom



ZAHEER NOORUDDIN
Head of Digital Transformation,
Shiseido, Hong Kong



ADRIANA KNACKFUSS
Head of Digital Transformation
Coca-Cola, Brazil



KUMAR PRASOON
Chief Information Officer,
AI Safer Group, UAE



SEBASTIAN SAMUEL
Chief Information Officer,
AW Rostamani, UAE



MOHAMED SAID
Chief Information Officer,
AI Ghurair Group, UAE



BRUNO FONSECA
Chief Information Security
Officer, AXA Insurance, UAE



DR. SAYD FAROOK
Advisor, The Executive Office,
of HH Sheikh Mohammed Bin
Rashid Al Maktoum, UAE



FADY SLEIMAN
Chief Information Officer,
Waha Capital, UAE



DR. ADNAN ALBAR
Vice-President, Jeddah City
Council, Saudi Arabia



AHMED KAJOOR
Head of Information Technology,
Dubai Municipality, UAE



MARIO FOSTER
Group Chief Information Officer,
Al Naboodah Group Enterprises, UAE



DELEL CHAABOUNI
Chief Information Officer, Pepsico
Middle East & North Africa, UAE

AGENDA | DAY 1

Wednesday | 25th October



08.00 Registration & Coffee

08.50 Welcome address from MIT Sloan Management Review

08.55 Opening remarks from the Chairman

09.00 KEYNOTE ADDRESS

09.15 Digital Maturity, not digital transformation as the need of the hour

- Adopting a holistic approach which leads to effective business transformation
- Balancing the corporate vision with disruptive and innovative ideas
- Focusing on process digitization and performance management to help the top management take strategic decisions

09.45 Strategy & Technology: The two pillars of the digital transformation initiative

- Driving factors for the industry that will help create digitally mature organizations
- Seeking competitive advantage through digital advancements in processes
- Enabling a growth-oriented approach through talent engagement, renewed business models and transformed processes

10.15 C-SUIT PANEL: Imagining a technology-driven business in future

- Developing a culture which reinvents and changes itself based on the current market needs
 - Aligning the goals and objectives of the organization to reflect a future strategy of digital growth
 - Enhancing the capabilities to help the organization transform led by the management from the top
- PANELIST: **Mario Foster** - Group Chief Information Officer, Al Naboodah Group Enterprises, UAE

10.45 Coffee & Networking Break

11.15 The future of Dubai: Driven by smart infrastructure and digital vision

- Establishing role of technology and innovation in deciding the future course for Dubai
- Understanding the vision that saw an unbelievable transformation being achieved over the past couple of years
- Laying out the future plan for one of the most developed cities in the world

Dr. Sayd Farook – Advisor, The Executive Office, of HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE

11.45 IT Capabilities: Must-haves for a successful digital transformation gig

- Efficient and effective IT systems and infrastructure to support a seamless and integrated digital business model
- Ensuring that the infrastructure supports the expansion plans and heavy-duty processes in order to keep the digital platforms running
- Utilizing IT resources to collect information about processes, customers and share valuable insights to develop a comprehensive digital strategy

Trevor Moore – Chief Digital Officer, Richmond Fellowship, United Kingdom

12.15 Application Programme Interfaces (API): A prominent foundation for future business ecosystems

- Working on Modern API management in order to explore and extend new features in real time as per the industry trends
- Breaking the entire platform into individual smaller components for teams to work on them without affecting the entire structure
- Opening doors for other platforms to be a part and process high number of transactions which in turn will deliver the best of services in the shortest of time



12.45 Networking Lunch

13.45 Thinking out of the box: The AW Rostamani case-study

- Embracing digital transformation and making it a permanent feature rather than a one-time initiative
- Highlighting the AWR success in implementing projects to help the company stay in line with the future needs

Sebastian Samuel – Chief Information Officer, AW Rostamani, UAE

14.15 Industry 4.0: The future of manufacturing driven by technology

- Understanding the scope of industry 4.0 and the opportunities available with manufacturers to explore
- Integrating various aspects of the business model and processes through technology in order to deliver the best of products and services within record turnaround time
- Talking about the role of artificial intelligence and internet of things within the manufacturing industry

Delel Chaabouni – Chief Information Officer, PepsiCo Middle East & North Africa, UAE

14.45 PANEL DISCUSSION: Destroying silos to facilitate innovation in the organization

- Enabling a better flow of information and data between departments for better decisions and strategies
- Building an agile, innovative and scalable business model that can survive disruption and achieve continuous growth

15.15 Closing Remarks from the Chairman

15.30 Networking Reception

16.30 End of Day 1

AGENDA | DAY 2

Thursday | 26th October

08.00 Registration & Coffee

08.50 Welcome address from MIT Sloan Management Review

08.55 Opening remarks from the Chairman

09.00 KEYNOTE ADDRESS: The journey of a nation's digital transformation

- Making use of technology to offer better, faster and safer services for the citizens and the business
- Planning the investments needed in developing the digital/ICT infrastructure of the nation
- Mapping the guidelines of digital transformation by head of government bodies, municipalities, central authorities while ensuring safety and scalability



09.15 Big Data & Analytics: Research-driven solution for increased revenues

- Remaining competitive by accessing specific data pertaining to a particular aspect helping you make informed decisions
- Minimizing costs and maximizing results by making changes to your existing processes on account of this detailed information being made available
- Making use of big data and analytics to deliver personalized and specific services to the customer resulting in higher acquisition and better retention

Adriana Knackfuss – Head of Digital Transformation, Coca-Cola, Brazil

09.45 Artificial Intelligence: Disrupting digital transformation across industries

- Providing real-time experiences in real-life scenarios through the help of robotics and deep learning technologies
- Pursuing automation of existing processes through artificial intelligence
- Bringing about a change in perception amongst human resources regarding increased use of artificial intelligence in an organization

Zaheer Nooruddin – Head of Digital Transformation, Shiseido, Hong Kong

10.15 Internet of Things: Connected devices for connected businesses and economies

- Generating immense amount of actionable data from devices which, in turn, help businesses improve their offerings
- Engaging customers in a better manner through the information from connected devices
- Importance of investing in technology that helps analyze the data received from connected devices

Kumar Prasoon – Chief Information Officer, AI Safer Group,

10.45 Coffee & Networking Break

- 11.15 Cybersecurity:** A critical initiative to secure the digital future
- Focusing on securing the data along by securing the applications
 - Building a robust response system to counter the advanced attacks on networks and datacenters
 - Working around a threat matrix with the help of analytics to understand suspicious behaviour and thwart a potential cyber-attack

Bruno Fonseca – Chief Information Security Officer, AXA Insurance, UAE

11.45 BREAKOUT SESSION:

TRACK A: Updating the skills of the workforce to compliment the implementation of latest technology

TRACK B: Innovating on a continuous basis and in a proactive manner to stay competitive

TRACK C: Narrowing down on the leader for your digital transformation initiatives



12.30 Summary of the Breakout Session

12.45 Networking Lunch

13.45 Social Media: An essential driving force in your transformation journey

- Offering an insight into the preferences of your target audience by engaging them through your social media platforms
- Applying the social media data channels as PR tools, feedback mechanisms and business intelligence with regards to the data collected
- Developing a customer – first approach by becoming more approachable and easy to communicate with brand in the social media domain

14.15 AFTERNOON KEYNOTE: A detailed and in-depth interview with a leading cyber-security expert to focus on the perils and threats that exist today. As the use of technology increases, so does the sophistication of the cyber criminals and the expert will talk about how the future digital businesses can protect themselves against these cyberattacks.

14.45 Closing Remarks from the Chairman

15.00 DIGITAL LEADER AWARDS

16.00 Networking Reception

16.30 End of Summit



SANDEEP CHOUHAN

Executive Vice-President, Group Head Operations & Technology, Mashreq, UAE

Global Operations & Technology Leader in Financial Services with over 20 years' experience across blue chip organizations: Barclays, Morgan Stanley, Citigroup, Tata, Commercial bank across Emerging Markets, Europe and USA. Led transformational change across various organizational portfolios, delivering significant cost restructuring and building capability of people, processes and platforms.

Experience of long-term strategic planning with a strong track record leading organizations from vision through execution. He has consistently delivered industry-leading growth, producing quantum bottom-line performance. Across various organizations, has successfully established global operating models through driving consolidation, platform standardization, core banking systems replacement, organizational restructuring, architectural road-maps, strategic sourcing, off-shoring, lean operations and global shared services.

He takes a relationship-driven approach with business leaders, strategic suppliers and employees to harness global talent. Specialties: Successfully established global operating models through driving consolidation, platform standardization, organizational restructuring, architectural road-maps, strategic sourcing, off-shoring, lean operations and global shared services.



SEBASTIAN SAMUEL

Chief Information Officer, AW Rostamani, UAE

With more than 25 Years of experience in the Information Technology industry, Samuel heads a team of professionals with responsibilities for technical oversight including research, development, technology, and product design activities spanning the AW Rostamani portfolio which includes Automotive, Real Estate, Manufacturing, Logistics, Retail, and Information Technology and Travel and Tours. Sebastian holds MCA degree from Bharathiar University along with BSC – Chemistry from Mahatma Gandhi University. He is also certified in Enterprise Governance of IT (CGEIT) and an Enterprise Architecture (EA) practitioner and has expertise in implementing ERP, Corporate Strategy & Performance Management, Digital Transformation, GRC and Disaster Recovery Implementations.”

Under the leadership of Mr. Sebastian, The company has been awarded many a times and some of them include – ‘CIO of the year- ISACA Excellence Awards 2017’, CIO of the year in Automotive-Catalyst Awards 2017’, ‘CIO 100 Award 2017-CNME’, ‘CIO of the year 2016 ICT Achievement Award, CNME’, ‘CIO of the year in Real Estate in Residential and Commercial - Catalyst Awards 2016’, ‘Asian Leadership CIO Awards-2015’, ‘CIO 100 Award 2015-CNME’, ‘CIO 50 Award 2014-CNME’, ‘CIO 50 Award 2012-CNME’. He has been a speaker at many IT Conferences and actively participates and contributes to user groups forums in the regio



ZAHEER NOORUDDIN

Head of Digital Transformation, Shiseido, Hong Kong

A passionate advocate of Data-driven decision-making and digital transformation in the China and Asia-Pacific regions, Zaheer Nooruddin is currently Head of Digital Transformation at cosmetics company, Shiseido Group, in Hong Kong.

With more than 16 years of digital strategy experience, Zaheer today heads up a cross-functional Digital Transformation division that brings excellence in Data, Analytics, CRM and Digital Delivery IT (Agile) management. Zaheer has over a decade as a digital leader and change agent in the Greater China for a total of 8 years (4 years in Beijing and 4 years in Hong Kong), in South East Asia (2 years in Singapore) and MENA (5 years in Dubai).

He is co-author of the international business book, “The Social Media MBA: Your Competitive Edge in Social Media Strategy Development and Delivery”, as well as numerous white papers and media articles. He is also Founding Member of METTÀ, Hong Kong's premier start up and emerging IoT technology ecosystem and community. With 24 thousand followers on Twitter, follow Zaheer @DIGIBLE



TREVOR MOORE

Chief Digital Officer, Richmond Fellowship, United Kingdom

Trevor is an innovative thinker with 18 years of experience in senior IT leadership roles (CIO/CTO). Trevor has helped multiple organizations through digital transformations in the last 10 years and has worked in the UK, Switzerland and Middle East across the Telecommunications, Education, and Transportation, none for profit sector. Currently Group Director Digital Transformation & ICT at Richmond Fellowship". Previous clients include: Qatar University, Abu Dhabi University, Emirates College for Advanced Education , International Conversation of Nature & Orange Trevor was the winner of the CNME CIO of the year 2016 and has spoken at events worldwide.



ALEX BATLIN

Global Head of Emerging Business & Technology & Global Blockchain Lead, BNY Mellon, UK

Alex is responsible for research and development of emerging technology enabled business strategy, business models, products and services.

Previously, Alex was a Senior Innovation Manager at UBS, a founding head of both UBS's FinTech Innovation Lab based in UK's Level 39 accelerator and UBS's Crypto 2.0 Pathfinder research programme into blockchain technology and its impact on business models, head of UBS's technology research service, delivering market landscapes, insights and foresight to business, technology and leadership communities, and an engineer in UBS's technology R&D team, researching big data analytics, social media, cloud and mobile computing, device security, unified communication and cognitive computing technologies. Further back, he was bank's global head of SDLC services.

Prior to joining UBS, Alex worked at Nomura, JPMorgan and CSC. He has a degree in Computer Science from University of Bristol



KUMAR PRASOON

Chief Information Officer, Al Safer Group, UAE

Kumar Prasoon is the Chief Information Officer (CIO) for a prominent retail chain and honored as one of the Global Topmost CIOs in the Middle East and Africa (MEA), Asia and also at the international level. In this prominent role, he makes technology recommendations for the group's executive management on the aspects of Fuzzy Analytics, Business Intelligence; BigData, IoT /IIoT, BlockChain, cloud computing, enterprise 2.0, integrated systems architecture and virtualization. Kumar Prasoon is an ICT Industry Process Centric seasoned Enterprise Architect and Business Process Management Expert. Kumar Prasoon excels at leading cross-functional teams across Americas, Europe and Asia; coordinating multiple projects. Another strong facet is his contribution to the Academia Sector for the Global Universities from Far East to West where he has mentored , coached and executed successful projects with hundreds of incumbents in Bachelors , Masters and Doctorates in Engineering , IT , Business and Management in the areas of Emerging Technologies , Emerging Markets and Emerging Systems.



MOHAMED SAID

Chief Information Officer, Al Ghurair Group, UAE

As Group Chief Information Officer of Al Ghurair Investment, Mohamed develops and executes the organization's digital transformation strategy, architecture, and program / project management ensuring tight linkage to the Group's business strategy.

Prior to joining Al Ghurair, Mohamed had extensive experience both regionally and globally where he led large digital transformation programs for major retailers in the GCC and USA.

He holds a Bachelor's Degree in Computer Engineering and an MBA from the University of Dallas.



DR. SAYD FAROOK

Advisor, The Executive Office, of HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE

Dr. Sayd Farook is Advisor at the Director General's Office of the Executive Office of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai. He has been responsible for envisioning and advising a number of strategic initiatives for Dubai including Dubai 10X, Area 2071 and Dubai Islamic Economy Development Centre and the Mohammed Bin Rashid Global Center for Endowment Consultancy. Besides this, he is also Vice Chairperson of the Board of Trustees, Responsible Finance and Investment (RFI) Foundation and Chairman of Finocracy. Dr. Sayd Farook has a Doctorate of Philosophy in Financial Economics, a Bachelor of Business (First Class Honours) and Bachelor of Laws.



ADRIANA KNACKFUSS

Vice President – Digital Transformation, The Coca-Cola Company, Brazil

Adriana graduated in Graphic Design, with MBA both in Marketing and Business. For over 19 years she has been dedicating her career to the Brazilian digital industry. Throughout the years Adriana has had the chance to work in online agencies, in one of the biggest portals in Brazil (Globo.com) and since 2007 at The Coca-Cola Company. At The Coca-Cola Company Brazil she was responsible for planning and deliver all its interactive programs, including web, mobile any other digital initiatives. Her role also included helping brands to remain relevant to consumers (considering the media consumption changing), and be a digital advocate inside the company.

Inside the company she was also nominated the first real-time mkt director worldwide, and then the Integrated MKT director for Brazil. More recently she was appointed as the Digital Transformation VP for Brazil, and will lead an end-to-end journey towards a more digital company.



BRUNO FONSECA

Chief Information Security Officer, AXA Insurance, UAE

Bruno Fonseca is a Senior Information Security Professional with more than 18 years of experience. Having started his career on the Military, he later worked on some of the largest international Telecom and Insurance Groups. Throughout his career Bruno has witnessed the steep increase in the complexity of the Information Security world and has worked on the continual improvement of the security practice in mature entities as well as establishing new security practices from scratch.

Bruno is known to translate tech jargon into everyday language that is easily understandable by all business units and has been a keynote speaker at several conferences in Europe and the Middle East on topics including Security breaches, Security trends, Identity and Access Management, etc.

Currently he is the CISO at the AXA Gulf Region, present in 5 countries (UAE, Oman, Qatar, Bahrein, Kingdom of Saudi Arabia), heading the areas of Information Security, Physical Security, Business Continuity & Crisis Management and IT Compliance and Risk.



DR. ADNAN MUSTAFA ALBAR

Vice-Chairman, Jeddah City Council, Kingdom of Saudi Arabia

Dr. Adnan has been an advocate of technology and its use in helping making cities smarter, government more efficient in providing the best of services for its citizens.

He also serves as the Chief Information Office of the General Authority of Meteorology & Environment Protection in Jeddah. His current role spans across various organizations as they trust in him with their technology needs. Some of his important roles include First Chairman of the Information Systems Department at King Abdulaziz University.

He is also the member of the supervising committee for "Yesser" and looks after the second e-services strategic plan for the Kingdom of Saudi Arabia.

He has carried our extensive research in Enterprise Information Systems, Business Process Automation, IT Governance, and Aligning IT to business objectives along with a host of other topics which is why his understanding of digital transformation and its implementation has been the guiding force for the organizations listed above.

Dr. Adnan is a PhD in Computer Science from the University of Sussex and has completed his M.Sc. in Software Engineering from the George Washington University.



FADY SLEIMAN

Chief Information Officer, Waha Capital, UAE

Fady Sleiman is responsible for information technology at Waha Capital and spearheads the company's operational transformation programme. He has over 15 years of experience in the banking & finance, oil & gas, healthcare and aviation sectors across Europe, Asia, the Middle East and North America. Prior to joining Waha Capital, Mr. Sleiman was GE's Chief Information Officer for the MEA region and before that, he was Chief Information Officer for GE Capital Middle East & Africa.

Mr. Sleiman is a regular speaker and very active in the subjects of Fintech, Digital Disruption and Innovation.

He started his career at GE's prestigious Information Technology Leadership Program at "GE Crotonville's Jack Welch Management Institute, USA".



AHMED KAJOOR

Head of Information Technology, Dubai Municipality, UAE

Engineer Ahmed Kajoor, a UAE National with more than 30 years of experience in both Technical and Managerial positions in diversified Governmental sectors. He started in Dubai Water department back in 1987 as a head of Computer department till 1990, he then appointed as Manager Information & Technology Dept. along with being Chairman Social Aid Fund of G.P.A for 8 years. Then and there, Ahmed joined the labour ministry where he pursued a successful career path by which he was appointed as CEO of labour office in 2008, Ahmed then joined Dubai Municipality in 2012 where he now leads the Dubai municipality Information technology sector as head of department.

He played a big role in leading Dubai Municipality IT department to achieve so many awards, i.e. Best Government Infrastructure Project "Genesis" 2016, Best Government Networking Project "CNME" 2017, Excellence in Digital Infrastructure Transformation-DCD – 2017. Ahmed was also awarded CIO 100 for the year 2016 as a recognition for the outstanding achievement with technology and innovation across the world.



DELEL CHAABOUNI

Chief Information Officer, PepsiCo Middle East & North Africa, UAE

Delel joined PepsiCo in 2011 as Business Solutions Director for Middle East & North Africa region, progressing to Chief Information Officer in 2013.

As Chief Information Officer for Middle East & North Africa, Delel leads the business and information solutions transformation agenda for the region. She is responsible for delivering new IT capabilities for increased productivity and enabling business growth.

Prior to joining PepsiCo six years ago, Delel worked for 13 years in consulting successfully delivering and turning around major international business transformation, IT implementation and digital programs.

In the six years prior to joining PepsiCo, Delel held Director-level positions at Dubai World Trade Centre, as Director of IT Projects and latterly, CRM Director, during which she set up and led the CRM and Digital Strategy Unit for the Exhibitions Department. In this role Delel led the online and CRM business for iconic exhibitions like the Gulfood, the biggest foods exhibitions in the Middle East, and Gitex, the biggest IT exhibition in the Middle East.

Delel holds a Master Degree in Computer Science from the University of Karlsruhe in Germany, and an MBA from the Exportakademie Reutlingen in Germany. Native of Tunisia and of Italian nationality, she is fluent in six languages and has worked in four different continents: Africa, Europe, Asia and America.

She is a mother of two boys (14 and 12 years old) and enjoys outdoor sports including tennis and running, as well as long walks, visiting the gym, reading and spending time with family and friends.



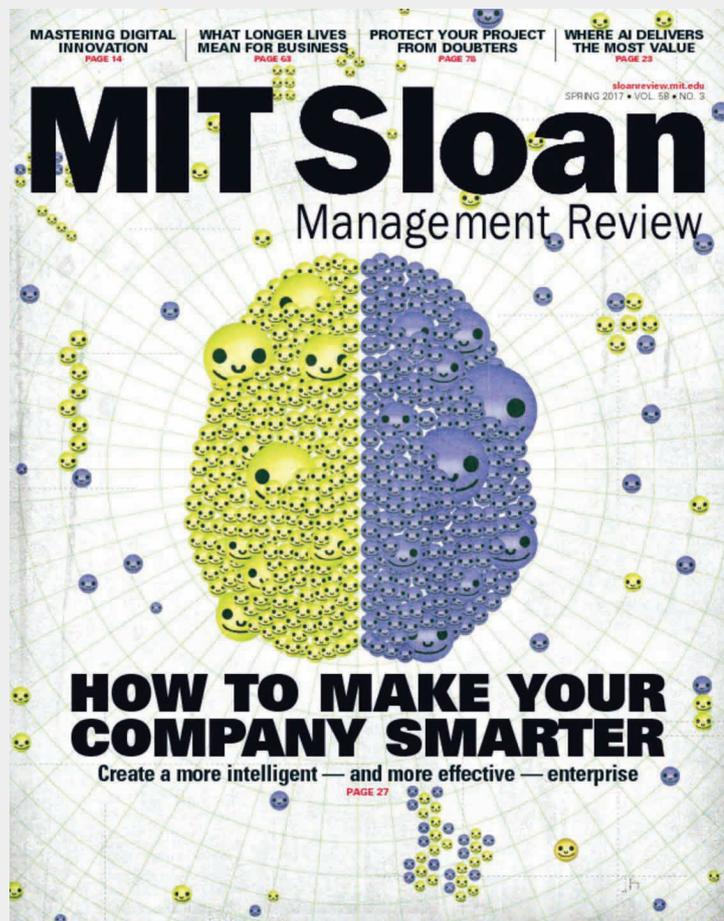
MARIO FOSTER

Group Chief Information Officer, Al Naboodah Group Enterprises, UAE

Mario Foster is an MBA, CRISC, CISM, CISSP, RSA Eng., MCSE, CCNA and a ISO 27001 Implementer. An accomplished, multi CIO awards winner and highly competent Chief Information Officer with a wealth of 25 years of experience leading complex IT business transformation projects, system enhancement solutions, information security, and infrastructure development solutions including private and public Cloud based solutions.

Mario joined Al Naboodah Group Enterprises back in March 2015 as Group CIO to lead the Group IT organisation, fully restructure IT systems and to set strategic plans to take Group IT to the next level, where his goal is to transfer IT from a support function into a business enabler. Mario's ultimate goal is building a responsive IT organisation that constantly delivers results, by aligning technology initiatives with business goals, with substantial improvement to service delivery, standardisation and business/systems performance.

Over his long career, Mario has won multiple CIO and CISO awards, and his latest recognition was for the best CIO Award and the CIO Catalyst Award for the MENA region for Real Estate & Construction Industry.



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