



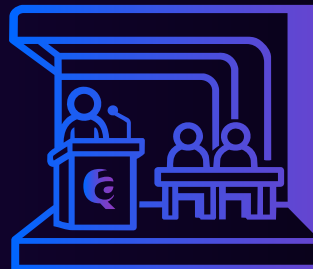
12th Annual
HR TECH
MENA SUMMIT

9-10 **2026**
SEP

— THE ERA OF —
EXECUTION
WHERE AI GETS HUMAN



400+
HR AND TECH
EXPERTS



30+
SPEAKERS

OVER A DECADE OF SHAPING CONVERSATIONS
ON HR TRANSFORMATION ACROSS MENA

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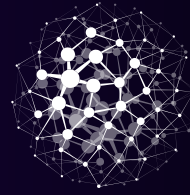
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Dear Esteemed Client,

It is with immense pride that I welcome you to the **12th Annual HR Tech MENA Summit** – twelve years of daring conversations, bold leadership, and a region that refuses to wait for the future, choosing instead to build it, year after year.

This year, we stand at a defining moment. Our theme, **“The Era of Execution: Where AI Gets Human,”** captures a truth we can no longer ignore, the age of talking about AI is over. What matters now is what we do with it. Technology may be accelerating faster than ever before, but it is human courage, judgment, and heart that will determine whether this new era elevates us or eclipses us. We believe, without question, that it will elevate us.

Over the past decade, this summit has evolved from a gathering into a movement — a place where the region’s boldest HR leaders, technology pioneers, and changemakers come together not just to imagine the future, but to build it. This year, we go further still — exploring how AI can be embedded at the very core of HR, how organizations can design experiences that keep humanity at their centre, and how leaders can turn ambition into real, measurable execution. **We take this moment to thank our distinguished speakers, sponsors, partners, and every thought leader gathered here today — you are the reason this platform continues to matter.**

Let this summit ignite something in you. Let it challenge how you think, spark the conversations that stay with you long after these two days end, and remind you that the future of work is not something that happens to us — it is something we execute, together.

We wish you an extraordinary, unforgettable summit experience. Should you need anything at all, our team is here for you.

Welcome to the next chapter of transformation. Welcome to the Era of Execution.

With best wishes,



Sidh NC

Director,
QNA International

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Coursera partners with more than 350 leading universities and companies to bring flexible, affordable, job-relevant online learning to individuals and organizations worldwide. We offer a range of learning opportunities, from hands-on projects and courses to job-ready certificates and degree programs.

Empower your talent to drive your business forward

- Train teams with respected industry experts and top universities
- Enrich learning solutions with tailored paths and AI tools
- Boost employee engagement with globally recognized credentials
- Customize scalable learning solutions efficiently

Skills for Job Roles

- Strengthen workplace skills with customized learning pathways: Discover learning pathways and credentials designed to build high-impact skills that support your company's strategic priorities.

For more information: www.coursera.org



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Odoo

Odoo is a leading global provider of integrated business management software, offering a complete suite of applications covering CRM, accounting, sales, inventory, manufacturing, eCommerce, human resources, marketing, project management, and more.

Designed for businesses of all sizes and industries, Odoo brings every department together on one connected platform, helping organizations simplify operations, automate processes, improve visibility, and support sustainable growth.

Today, Odoo serves **more than 28 million users worldwide**, supported by over **8,000 employees** and a global network of **more than 21,000 partners**. Through its growing ecosystem, Odoo works closely with local organizations and partners to accelerate digital transformation and make modern business technology more accessible.

For more information: www.odoo.com



Remote

Global employment runs on Remote.

Employing and paying people across borders is complex. Every country has different employment laws, tax codes, payroll rules, and compliance requirements. Getting it wrong has real legal and financial consequences.

Remote brings it all together in one intelligent infrastructure for global employment. One system of record for EOR, global payroll, PEO, contractor management, and compliant payments, worldwide.

Behind it is the expertise to make global employment work. In-house experts in every country where we operate, with infrastructure we own and run ourselves.

Remote is built to work with the systems your business already uses, connecting with any HRIS, tool, or AI agent.

It's the infrastructure trusted by the world's leading HR platforms for global payroll and EOR, backed by a regulated payments institution and owned entities operating across the world.

This is not software.

This is infrastructure, so the world can get to work.

For more information: www.remote.com

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Auxilium

Auxilium is a GCC-focused employment and business expansion consultancy, supporting international and local companies and individuals as they enter, operate, and scale across the Middle East.

We deliver a full-service suite of solutions designed to streamline regional growth, including Employer of Record (EOR) solutions, visa and payroll outsourcing, HR advisory, UAE & Saudi company formation and post-incorporation support, fully managed staffing solutions through Workforce+, and regional residency options such as Golden Visa, remote work visas, freelance permits, and dependent visas.

For more information: www.auxiliumservices.com



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Civilization

Dandelion Civilization

Dandelion Civilization transforms talent management into one connected journey and supports the transition to a skills-based management economy. A single living profile is created when a candidate is assessed for role fit and grows with the person after joining the company. Over time, it reveals capabilities, natural strengths, development needs, and leadership potential. TeamBuilder uses these insights to form effective teams and support digital transformation readiness. Personalized microlearning helps employees build relevant skills, while career recommendations connect their progress with internal mobility, succession, and future leadership roles. By linking hiring, workforce development, team design, education, career planning, and organizational change, Dandelion helps companies continuously understand their people and turn individual potential into sustainable performance.

For more information: www.dandelion-civilization.com



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Disprz

Disprz is a GenAI-powered SaaS platform that drives learning, upskilling, and career growth across the entire workforce, including knowledge, frontline, and extended enterprise. By combining AI-powered learning journeys with actionable skill insights, Disprz helps organizations close capability gaps and deliver measurable business impact. Trusted by 500 enterprises across BFSI, retail, manufacturing, healthcare, and telecom, Disprz powers workforce transformation in 20+ countries, with a strong presence in India, Southeast Asia, the Middle East, and other global markets

For more information: www.disprz.ai



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RecruitmentBricks

RecruitmentBricks is an AI-powered hiring platform covering the entire hiring journey, from requisition and AI-generated job descriptions to offer letters.

Candidates enter through a **Talent Inbox**, which pulls resumes from email, career pages, applications, and vendor portals into one place. Resumes are then parsed and scored against the JD using explainable, bias-free matching.

Built for the **Dubai/GCC market**, it offers native **Arabic JD-to-resume matching** — no manual translation, no loss of nuance, giving recruiters one consistent scoring experience across bilingual talent pools.

Each hiring workflow is **configurable per role**, with an **Arabic-language-supported voicebot** pre-screening candidates and running Level 1 interviews automatically, in Arabic or English.

Why RecruitmentBricks:

1. Usage-based pricing, unlimited users
2. Arabic-first JD matching and voicebot
3. End-to-end coverage, intake to offer letter
4. Role-specific, configurable workflow

Built by **Ganapathy and Vivek**, with 40+ years combined experience in Product, Delivery, and enterprise Data & AI.

For more information: www.recruitmentbricks.ai



Spectrum Talent Management[®]
One Spectrum. Infinite Solutions.

Spectrum Talent Management Limited

Spectrum Talent Management Limited is a publicly listed (NSE) business services company delivering integrated business & workforce solutions across the UAE, USA, and India. With 42,000+ associates and expertise across 13+ industries.

We operate in the UAE through our subsidiary, STM FCO, and help organizations scale through technology-driven talent, recruitment, staffing, and workforce management solutions while ensuring compliance and operational excellence.

Further, our Expandrum business unit enables international companies to establish and scale their operations in India by setting up end-to-end back-end offices with simple Employer of Record (EOR) solutions for seamless market entry and sustainable growth.

CORE SERVICES

- IT Staffing
- GCC Setup / Offshore Setup
- Employer of Record (EOR)
- Recruitment Process Outsourcing (RPO) & Recruitment

For more information: www.consultstm.com | www.expandrum.com



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TankhaPay

TankhaPay by Akal Information Systems Ltd.

TankhaPay is an AI-powered, all-in-one HR, Payroll, and Compliance Management platform built for global enterprises. The platform manages the entire employee lifecycle from recruitment and onboarding to attendance, payroll, compliance, performance management, and offboarding, all within a single, unified platform.

Beyond HR software, TankhaPay offers **Employer of Record (EOR)** services, enabling global companies to hire employees in India without establishing a local legal entity. The platform also features **AI-powered recruitment**, helping organizations source top Indian talent and employ them compliantly across international markets. Trusted by leading organizations such as **Delhivery, Meesho, Blue Dart, Flipkart, etc.** TankhaPay serves **1,000+ businesses** globally and has processed payroll for **over 2million employees**.

For more information: www.tankhapay.com



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Tumodo

Tumodo is a business travel platform built around a single premise: travel should enable growth, not block it.

Companies send employees on business trips to close deals, open new markets, and build relationships. But the tools meant to support that often do the opposite. Bookings take hours. Documents go missing. Approval chains live in email threads. Finance closes the month manually. Travel, built to accelerate business, ends up slowing it down.

Tumodo covers the full trip cycle, not its individual fragments. Booking, approvals, policy enforcement, document management, expense reconciliation and finance reporting all connect in a single flow with no manual handovers and no broken steps between systems. Where companies previously ran 3–5 tools in parallel — each with separate logins, separate reporting and separate vendor relationships — Tumodo replaces fragmentation with one process that works end to end.

With 1 500+ companies across the UAE, KSA, Germany, India, and Kazakhstan, we don't just help companies manage corporate travel better. We redesign the logic of business travel to make it your growth driver.

For more information: www.tumodo.io



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wego**pro**➔

WegoPro

WegoPro is a modern business travel and expense management platform designed to simplify how companies plan, book, manage, and track corporate travel.

Built for growing businesses, WegoPro helps teams reduce complexity, control costs, and improve efficiency across the entire travel journey. From booking flights and hotels to managing approvals, payments, and expenses, the platform brings key travel workflows into one seamless experience.

Our mission is to empower businesses with smarter tools that make corporate travel easier, more transparent, and more cost-effective. By combining travel technology, automation, and user-friendly design, WegoPro enables companies to save time, improve productivity, and make better travel decisions.

Behind WegoPro is a passionate team of problem solvers with deep experience in building scalable consumer travel products, mobile-first platforms, and digital solutions used by millions of travelers. We understand both the needs of businesses and the expectations of modern travelers, allowing us to create a platform that is practical, intuitive, and built for real-world business travel challenges.

WegoPro is here to modernize business travel and help companies move forward with more control, confidence, and clarity.

For more information: www.wegopro.com



Dubai Drums

Dubai Drums

Dubai Drums is proud to be No.1, as the region's first and foremost drumming company. Since its launch in 2002, our teams have engaged with thousands of adults in corporate drumming events and drummed with countless people and children in community drum circles and drumming workshops using rhythm as a tool for teambuilding and to unite people and communities. Our "rhythmical, musical magic" leaves everyone on a high with a lasting memory of powerful vibes and a great experience.

Jupiter Eclipse Training (JET)

Jupiter Eclipse Training (JET) provides team building programs based on experiential learning throughout the GCC. The focus is on boosting team spirit to enhance positivity, boost productivity and improve team performance. Full day or half day training programs are available for executive teams, management teams and work teams to enhance communication and build closer personal connections. Customized leadership retreats and team and individual coaching programs are also available.

For more information: www.dubaidrums.com | www.jupitereclipsetraining.com



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SPEAKERS DEFINING

2026



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SPEAKER

HER EXCELLENCY

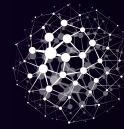
DR. AMNA **AL MAHRI**

Executive Director of GovAcademy,
Department of Government
Enablement, UAE

Her Excellency (H.E.) Dr. Amna Al Mahri is a dynamic and visionary executive leader with over 15 years of progressive experience across government in the United Arab Emirates (UAE). She embodies the principles of transformative leadership and an unwavering commitment to public service and value. Serving as a trusted change agent who aligns Human Capital strategies with national aspirations, she is a catalyst for organizational excellence, integrating AI-enabled and digital learning, future skills, and strategy to optimize workforce modernization.

She champions the values of trust, collaboration, empowerment, innovation, and adaptability, enabling organizations to thrive amid disruption, reform, and rapid evolution. She is a passionate advocate for lifelong learning, inclusive leadership, and building systems that cultivate human potential, accelerate growth, deliver lasting value, and drive societal progress.

H.E. brings to the table a powerful blend of skills and competencies essential for leading in today's complex landscape, including: emotional intelligence, systems thinking, data and digital fluency, innovation, collaboration, strategic decision-making, and ethical stewardship.



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SPEAKER

ARTHUR CARMAZZI

World's #1 Thought Leader in
Organizational Culture,
Indonesia

Arthur Carmazzi is a Top 13 Leader in Organizational Culture, bestselling author, founder of the DC Psychology of Group Dynamics, and a recognized expert in workplace gamification.

Arthur is Amazon's No. 1 bestselling author of **GAME ON: Reinventing Organizational Culture with Gamification**. Constantly researching how AI and technology can enhance human connection, engagement, and communication through real-time behavioral data, Arthur is also the creator of the Psychology-Based, AI-Powered Human Resources Metaverse and *Journey to the Future*, an organizational AI learning board game.



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SPEAKER

ADAM ASHCROFT

Dubai's Top Business Coach
Founder & CEO,
The Advantage Coach, UAE

Adam Ashcroft spent 25 years building, scaling and leading businesses across the Middle East, Africa and Asia before selling his own business to Private Equity. He knows what it takes to lead people through complexity and pressure because he has done it.

Today, as Founder of The Advantage Coach, Adam works with founders, CEOs and senior executives to help them get clear on what matters, perform at their best and build a life and business they are proud of. He is the creator of The Advantage Operating System, a simple, structured framework used by leaders globally to create clarity, focus and results to create clarity, focus and results.

Adam has delivered keynotes and leadership programs to thousands of people from Dubai to Melbourne, and New York to London, working with teams from organisations including L'Oreal, Cartier, American Express, IKEA, and Savills.

He is the author of *Unlock Your Advantage*; a Gallup Certified Global Strengths Coach and a Certified Performance Coach.

Adam believes one thing above all else: a plan for your life is the most powerful tool you will ever create.

Credentials:

- Exited Founder (Manlift Power) + 25 Years Scaling Businesses Internationally
- Graduate, Wharton Business School EDP
- Degree in Management Sciences, Diploma in International Business
- Graduate Global Leadership Development Program (CMI)
- Gallup-Certified Global Strengths Coach
- ICF and Association of Coaching Accredited Performance Coach
- Best Selling Author, *Unlock Your Advantage*



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SPEAKER

KATE KING

Master Executive and Team Coach,
Founder, The Team Coach
Creator, Highest You

Kate King is an APECS-accredited Master Executive and Team Coach based in Dubai, with over 20 years of experience and more than 20,000 coaching hours with boards, CEOs, and executive teams. She is APECS Ambassador for the Middle East and sits on the editorial board of the Journal of Transpersonal Coaching Psychology. She trained in systemic team coaching under Professor Peter Hawkins and has taught on the executive coaching faculty at London Business School for close to two decades. Kate has partnered with leaders across Louis Vuitton, Dior, News UK, Robeco, Aldar, Jumeirah, Kempinski, Hugo Boss, Al Tayer and MullenLowe, supporting them through growth, complexity and change. She founded The Team Coach and created Highest You, a leadership platform and podcast series on leading in the age of AI. Her speaking focuses on leadership alignment in the age of AI, human-centred organisational transformation, executive presence and leadership coherence, team coaching for strategic clarity and trust, and the future of leadership, work, and human capability.



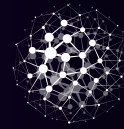
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SPEAKER

FERRAN TORT

AI Adoption & Executive Advisor,
Spain

Ferran Tort is a Licensed Psychologist, TEDx Speaker, and Executive Advisor specialized in AI adoption, leadership, and organizational transformation. For over a decade he has advised leading organizations worldwide on cutting resistance and accelerating adoption, because the biggest challenge companies face today is not technology: it's human resistance to change. He has led large-scale Leadership and Change Management programs for senior executives and government entities in Saudi Arabia, including National Water Company (NWC), aligned with Vision 2030, and was rated best Masterclass of 2025 at the Abu Dhabi Department of Government Enablement (DGE). His work spans organizations such as Ferrari, Amazon, Lacoste, Prada, and Angelini Pharma, among others. Drawing on Behavioral Psychology, Agile Leadership, and High-Performance Coaching, he helps People leaders turn AI from a rollout into a behavior change their workforce sustains.



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SPEAKER

HUDA ALABBAR

Director - HRD,
DOF - Dubai Government,
UAE

With a distinguished career in human resources and strategic planning, Ms. Huda AlAbbar has excelled in various leadership roles within prestigious organizations, culminating in her current role as the HR Director at the Department of Finance, Government of Dubai. Her expertise spans across employee engagement, performance management, and organizational design, making significant impacts in each position she has held.

Ms. AlAbbar holds a master's degree in Strategic Human Resource Management from the University of Wollongong and is currently pursuing a Doctor of Business Administration degree at Swiss Business School, and has completed multiple executive programs, including the Leadership Program from the Mohammed Bin Rashid Leadership Program and the Dubai Future Expert program from Dubai Future Foundation.

Ms. AlAbbar is deeply committed to creating supportive and dynamic work environments that prioritize employee well-being and corporate excellence. Her leadership is characterized by a strategic vision that merges human resources with comprehensive business management to drive significant organizational growth and effectiveness.



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SPEAKER

WALID TAYEL

Group CHRO,
Elsewedy Electric,
Egypt

Walid Tayel is an accomplished Talent Management and Organizational Development Professional with more than 25 years of international experience across North Africa, the Middle East, Africa, Southeast Asia, and Western Europe. His expertise spans human resources management, organizational and leadership development, education, banking, and governmental affairs. His passion lies in making a positive impact and leaving a lasting legacy by transforming businesses through the development of sustainable business frameworks, building high-performing teams, and preparing people for the future.

Since 2021, Walid has been the Group Chief Human Resources Officer for Elsewedy Electric Group. He also serves as a board member for several business units within the group, driving key change initiatives across these businesses.

Before Elsewedy Electric, Walid held senior roles in both the private and public sectors, including HR Center of Excellence Director and Global HR Director for the Supply Chain at Unilever. He has also worked in senior HR positions for various international family businesses.

Throughout his career, Walid has been recognized regionally and globally for his achievements in organization and talent management. A certified global practitioner in multiple learning disciplines, he has designed training programs and established learning academies within the organizations he has served.

Walid is a sought-after panelist and guest speaker at regional HR forums and conferences. He holds two master's degrees—one in financial management and the other in human resources—from Université Panthéon-Sorbonne in Paris. He is passionate about research, learning, building talent, and transforming organizations.



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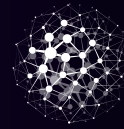
SPEAKER

AZZAH ALSHARHAN

Group CHRO,
Miral,
UAE

Azzah AlSharhan is Chief Group Human Resources Officer at Miral, where she leads the Human Resources function and drives the people strategy in support of performance, leadership capability, and long-term talent sustainability, aligned with Miral's strategic direction and growth priorities.

With more than 25 years of experience across the public, private, and community sectors, Azzah is a senior human capital and corporate affairs leader with a strong track record in transformation, governance, and national workforce development. Before joining Miral, she served as Senior Advisor at Dubai Future Foundation, where she also held the roles of Chief Agility Officer and Chief of Corporate Affairs. Earlier in her career, she held senior leadership roles across several UAE entities and led the recruitment and development of more than 5,000 UAE nationals. Azzah holds a Master of Science in Strategic Leadership from Cranfield School of Management and a Bachelor's degree from UAE University.



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SPEAKER

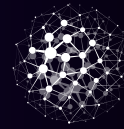
DR. NOORA **AL REYASI**

Group Chief Human Resources Officer,
First Abu Dhabi Bank, UAE

Dr. Noora Al Reyasi is a C-suite executive with more than 25 years of experience in enterprise transformation, human capital strategy, and organizational effectiveness across banking and telecommunications. As Group Chief Human Resources Officer, she has advised executive leadership and Board Nomination and Remuneration Committees on governance, succession, organizational transformation, and sustainable business performance. Her expertise spans human capital strategy, organizational transformation, AI integration, leadership development, and change management, with a focus on aligning people's strategies with business objectives while fostering high-performance, inclusive, and future-ready organizations.

She has led large-scale transformation initiatives, including the landmark merger of key financial institutions in the UAE, enterprise operating model redesign, digital HR modernization, AI-enabled workforce solutions, and national talent development. Her leadership has included post-merger integration, executive talent, governance, workforce strategy, organizational redesign, and culture transformation, while balancing regulatory expectations, business priorities, and long-term organizational resilience. She also led a robust Emiratization strategy that helped exceed nationalization targets while raising employee engagement and talent retention.

Dr. Noora recently earned a PhD focused on the integration of Artificial Intelligence into talent management and its impact on organizations in the UAE. Combining executive leadership with academic research, she brings expertise in responsible AI adoption, AI governance, workforce transformation, decision-making, and organizational effectiveness. She is committed to supporting the UAE's national vision by advancing AI-enabled human capital practices, developing future leaders, and driving organizational excellence to create lasting business value.



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SPEAKER

HIND

AL-ATTAR

Chief Human Capital Officer,
United Arab Bank,
UAE

Hind Al-Attar has over 20 years of Human Resources experience, working with major banks across the UAE. Her career has been distinguished by her leadership in strategic human capital management, where she has focused on developing compelling Employee Value Propositions. Her efforts have been instrumental in attracting, developing, and retaining talented employees, while also fostering an environment characterized by empowerment and engagement.

Hind is a graduate of the Young Leaders Program, initiated by H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Ruler of Dubai. Her achievements have been recognized internationally, including being named one of the top 50 women in the Islamic Business and Finance Sector by Womani Cambridge International Financial Advisory. In 2025, ETHR World recognized Hind as one of the Top Influential Women in HR Leadership.

Hind holds a certification from Hofstede Insights, specializing in culture change and transformation. She is also an active member of the HR Advisory Committee for the United Banks Federation (UBF).

Her contributions to the HR field have been recognized with several accolades. In 2025, ETHR World Middle East named her "HR Leader of the Year." She was also honored by the UAE Banking Federation for her outstanding performance in 2025, with the award presented by His Excellency AbdulAziz Al Ghurair, Chairman of UBF and Chairman of Mashreq Bank.



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SPEAKER

DR. JASSIM AL AWADHI

Executive Director -
Head Of Enterprise Platforms,
Emirates NBD, UAE

PhD | Digital Transformation Strategist | AI Advocate | Keynote Speaker

Dr. Jassim Al Awadhi is an expert and visionary leader in Digital Transformation and Artificial Intelligence strategy and implementation, with over two decades of experience shaping strategic technology agendas across the telecommunications, government, financial, and innovation sectors in the UAE. Holding a PhD and a strong academic foundation, Dr. Al Awadhi brings a unique blend of scholarly insight and practical leadership to the forefront of digital innovation.

Throughout his career, he has led transformative initiatives that redefined service delivery models, orchestrated large-scale digital ecosystem deployments, and championed AI integration strategies across critical industries. His work bridges the gap between technological advancements, organizational readiness strategy, and human-centric design, enabling sustainable, scalable, and inclusive growth while fostering cross-sectoral collaboration.

Dr. Al Awadhi is a keynote speaker and thought leader, regularly invited to address international conferences on topics ranging from smart government and future foresight to education technology, organization readiness for digital transformation, and AI implementation strategy and framework. His engagements span high-profile platforms focused on AI and cognitive technologies, national AI strategies, HR innovation, fintech, and the modernization of customer experiences and journeys in public and private services.

Passionate about lifelong learning and responsible innovation, Dr. Al Awadhi is committed to empowering the next generation of leaders by fostering collaboration between academia, industry, and government to build future-ready, tech-savvy societies.



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SPEAKER

ALI

ABUHALIQA

Executive Director HC & Deputy Chief
Corporate Support Officer,
Mubadala Energy

Ali Ibrahim AbuHaliqa is a seasoned Human Capital leader with extensive experience in global, multicultural energy organizations. He brings deep expertise across Human Capital, strategic planning, and change management, with a proven track record of successfully delivering Human Capital strategies and business outcomes.

He currently serves as **Executive Director HC & Deputy Chief Corporate Support Officer at Mubadala Energy**, where he leads and oversees the organization's Human Capital and Corporate Services functions. His career within the Mubadala Group also includes roles with Mubadala Development Company, Mubadala MOG, and Mubadala BMS.

With over 14 years of comprehensive experience in Human Capital, Ali's expertise spans Employee Relations, Compensation & Benefits, Recruitment, and Talent Management. During his tenure with Mubadala Energy, he has successfully led and contributed to several significant initiatives, including the implementation of the Oracle system, automation of the Promotions System, introduction of a new Global Recruitment System, and the establishment of Mubadala Petroleum (MP) in 2012.

In 2023, Ali played a pivotal role in the seamless divestiture of mature assets in Thailand, executing a "clean exit" strategy focused on optimizing shareholder value while protecting the organization's reputation, preserving its value, and maintaining employee engagement throughout the transition.

He has also been instrumental in developing Human Capital policies and procedures for both domestic and international offices in Abu Dhabi. His contributions extend to the design of salary and title structures for Mubadala Petroleum (MP), as well as strategic initiatives in collaboration with senior management, including Emiratization, workforce planning, and cost optimization.

An influential speaker and presenter, Ali regularly shares his insights and expertise at local industry events.



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SPEAKER

JACOB

JACOB

Group CHRO,
Aster DM Healthcare,
UAE

Jacob Jacob has over 3 decades of rich HR experience across the Middle East, Africa, India, and Southeast Asia. He brings a deep understanding of cultural and leadership nuances, with a pragmatic, hands-on approach to delivering customized HR solutions that drive enterprise growth.

Jacob brings expertise across HR consulting, International HR, Start-Up HR, Change Management, organizational development, talent management, leadership development, employee engagement, learning and development, compensation and benefits, M&A, and HR transformation. He has held leadership roles at Malabar Group, Columbia Asia, Apollo Hospitals, Emirates Airline, Feedback Ventures, and Oberoi Realty, driving people and business strategies across diverse markets. His achievements include helping Apollo Hospitals earn Gallup recognition as a top 30 workplace worldwide, supporting Emirates Airline's terminal transition, and establishing an HR Center of Excellence at Columbia Asia.

Prior to joining Aster, Jacob was with **Malabar Group**, where he played a key role in transforming HR from a traditional family-run organisation into a structured, systems-based organization, while leading people due diligence that supported its global expansion. Currently, as **Group Chief Human Resources Officer at Aster DM Healthcare**, he oversees strategic HR functions across the GCC and leads HR transformation initiatives for **15,000+ employees**, focusing on talent, leadership, performance, and employee experience.

Jacob holds a Post Graduate Diploma in Human Resource Development from the Academy of HRD, a Post Graduate Diploma in Management from T.A. Pai Management Institute, and a Bachelor's Degree in Business Management from SDM College, Mangalore. A recognized thought leader, he has presented at national and international conferences and authored articles on HR. His accolades include **Most Influential HR Leader in India (2017)**, **Most Powerful HR Professional in India (2013, 2010)**, **HR Leadership Award (2011)**, **HR Professional of the Year (2012)**, and **Contribution to Organisation Award (2013)**. An avid reader and traveller, he is passionate about innovative ideas and cultures.



12th Annual
HR TECH
MENA SUMMIT
9-10 September 2026

SPEAKER

SUHRID CHAUDHURI

Co - Chief People & Culture Officer,
Al Ghurair

Suhrid Chaudhuri is the Co-Chief People & Culture Officer at Al Ghurair, a UAE-based multi-sector conglomerate employing over 29,000 people across multiple countries. As part of the Group's Executive Leadership Team, Suhrid leads the People & Culture strategy, covering Total Rewards, Talent Management, Organisation Development, Culture, Performance, Emiratisation, Engagement, and HR Digital Transformation.

Suhrid brings over 20 years of deep and diverse experience in HR leadership and strategic advisory roles. Prior to Al Ghurair, he served as Head of Rewards and Performance at Noor Bank and held leadership roles at Tata Strategic Management Group (part of the Tata Group), PwC's People & Change Practice, Indus Towers, and ICICI Bank.

He specialises in building performance-driven organisations, driving business-aligned culture transformation, and leading organisation design and workforce change programmes. His background spans financial services, infrastructure, industrials, and consulting, with a consistent focus on enabling business impact through people strategy.

Suhrid holds a Master's degree in Human Resources and Organisation Development from the Delhi School of Economics. He is a Chartered Fellow of CIPD (FCIPD), SHRM Senior Certified Professional (SHRM-SCP), and SPHRi-certified by HRCI.

Known for his sharp strategic insight and strong execution mindset, Suhrid is a regular speaker at leadership summits and HR forums in the region. He actively contributes to shaping future-of-work discussions and shares his perspectives on agile workforce planning, digital HR, and talent transformation.



12th Annual
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SPEAKER

KHALID

AHLI

Head of Human Resources
Department,
UAE Space Agency, UAE

Khalid Ahmad Ahli is the Head of Human Resources at the UAE Space Agency, where he leads people strategy, workforce transformation, talent development, and organizational excellence in support of the UAE's space ambitions. A Fellow of the Chartered Institute of Personnel and Development (FCIPD) and an Expert in Agentic AI, Khalid is recognized for combining human-centered leadership with emerging technology to modernize HR in government. Under his leadership, the UAE Space Agency has advanced strategic workforce initiatives, leadership development, employee experience, and AI-enabled HR practices, earning recognition including Best Employer of the Year. Khalid was also named Best HR Leader of the Year and selected to participate in PwC's HR 2.0 program. He is passionate about developing national talent, building future-ready public-sector organizations, and positioning HR as a strategic driver of innovation, performance, and sustainable impact.



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SPEAKER

EMAN AL SHARIF

Chief Human Resources Officer,
Tamkeen

Eman Al Sharif is a seasoned Chief Human Resources Officer with extensive experience in shaping people-centric strategies that drive organizational growth, resilience, and transformation. She is recognized for building high-performing, values-driven organizations through innovative human capital practices, bringing expertise across talent management, organizational culture, governance, leadership enablement, and employee engagement.

With executive leadership experience across Bahrain's leading public sector organizations, Eman brings deep expertise in leading organizational transformation and aligning people strategies with national priorities and business objectives.

Her experience includes leading organization-wide transformation initiatives across workforce planning, change management, digitalization, organizational design, compensation and rewards, performance management, and culture development. She is known for partnering with executive leadership to strengthen organizational capability, develop leadership capability, and embed future-ready workplaces that foster agility, inclusion, and high performance.

Eman brings a collaborative, purpose-driven leadership style that empowers individuals and teams, drives sustainable change, and delivers lasting organizational impact.



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SPEAKER

MUSTAFA

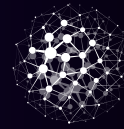
JAMA

Former CHRO,
Ghassan Aboud Holding,
UAE

Mustafa Jama is a distinguished Chief People Officer with over 30 years of experience driving human capital excellence across the MENA region and the United States. A strategic People Leader, Mustafa partners with C-suite executives to align HR strategy with commercial goals across diverse sectors.

A Harvard MBA and Chartered Fellow of the CIPD (FCIPD), Mustafa's career is defined by a commitment to building high-performance cultures. He has successfully led large-scale transformations at organizations such as Ghassan Aboud Holding, Al Ghurair Investment, and AECOM, delivering significant cost optimizations and reducing attrition through enhanced employee experience and engagement.

Mustafa remains dedicated to mentoring the next generation of HR leaders. He combines deep technical expertise in HRMS and organizational design with a humble, collaborative approach, ensuring that talent remains the heartbeat of every organization he serves.



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SPEAKER

NAJIB

MAKAREM

Group CHRO,
Culture, Talent & Employee
Experience Influencer, UAE

Najib Makarem is a senior Human Resources executive and advisor with more than 25 years of experience across corporate leadership, management consulting, organizational transformation, and human capital strategy.

Most recently, he served as Group Chief Human Resources Officer at National Holding, where he led the Group's overall people strategy across its businesses and geographies. His responsibilities included organizational design, workforce planning, leadership development, succession, performance management, rewards, talent acquisition, and change management, working closely with the Group Leadership Team to align people priorities with business objectives.

A key part of Najib's leadership approach is embedding AI into organizational culture in a way that complements, rather than replaces, human capability. He focuses on creating environments where technology enhances decision-making, productivity, and employee experience while preserving the importance of judgment, creativity, empathy, and human connection.

Prior to National Holding, Najib held senior leadership roles in both corporate HR and consulting. He served as Group Human Capital Officer at BEEAH and, before that, as Senior Partner & Market Leader at Korn Ferry, advising boards, CEOs, and executive teams on organization design, leadership, workforce transformation, rewards, and talent strategy.

Earlier in his career, Najib held senior consulting roles at Willis Towers Watson, PwC, EY, and Arthur Andersen, building extensive experience in HR transformation, organizational effectiveness, compensation and benefits, performance management, and workforce strategy across a broad range of industries.



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SPEAKER

NADINE ZEIN

Account Director MEAT,
Coursera

Nadine is an experienced business leader with an international career that spans over 20 years. During this time, Nadine has worked with many different businesses and clients across many countries and industries, including professional services, banking & finance, and software technology.

Nadine joined Coursera at the beginning of 2023 to look after some of their strategic and key enterprise clients in the Middle East, Africa, and Turkey. She is passionate about providing universal access to world-class learning and works with organizations to help identify and guide their talent development needs and progress their business vision through skills development and deep learning.

Before joining Coursera, Nadine held multiple leadership roles, heading the local offices of Gerson Lehrman Group, one of the world's largest expert networks, and Acuris (now ION Analytics).



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SPEAKER

MARIE-LOUISE

EK

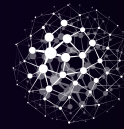
Vice President HR Middle East & Africa,
Hilton, UAE

Marie-Louise Ek is a global Human Resources leader with 25+ years of experience shaping people strategies, organizational transformation, and business performance across Europe, the Middle East, Africa, and Asia. She has held senior HR leadership roles with leading global organizations including Hilton, PepsiCo, Coty, Bridgestone, and APM Terminals.

Currently serving as Vice President, Human Resources for Hilton Middle East & Africa, she leads the people agenda for 27,000 team members across a diverse, high-growth region. Her leadership has driven culture evolution, stronger service delivery, industry-low attrition, and top-tier Great Place to Work rankings across the GCC.

Her earlier achievements include leading major organizational transformations at **PepsiCo**, where regional separation and business integration initiatives delivered **\$20M in cost efficiencies** and created more agile structures across MENA. At Coty, she led a multiregion omnichannel transformation, strengthening digital, e-commerce, and brand-building capabilities while optimizing organizational design and productivity. Her experience with Sandvik, followed by APM Terminals and Bridgestone, further strengthened her expertise in M&A integration, global mobility, leadership development, and multi-market restructuring.

A certified executive coach and advocate for inclusive, empowering leadership, Marie-Louise is known for cultivating culturally agile teams and designing leadership frameworks that future-proof organizations. Her expertise spans **M&A integration, succession and workforce planning, HR digital transformation, organizational design, and human capital ROI**, with a forward-looking approach to luxury and modern service industries that aligns people strategy with brand promise, operational excellence, and sustainable business growth. She brings a deep understanding of **leadership density, talent intelligence, and the link between team member experience and guest satisfaction**.



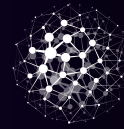
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SPEAKER

YUSRA BAQI

Chief Human Capital Officer,
Aafaq Islamic Finance PSC,
UAE

Yusra Baqi is a Chief Human Capital Officer with 20+ years of leadership experience across banking, finance, and organisational transformation. Honoured as the Best CHRO Leader of the Year (2025) and recognised among the Global Top Women Leaders in Finance (2023), she drives enterprise-wide HR strategy, digital workforce innovation, and governance frameworks that deliver measurable business impact and sustainable growth.



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SPEAKER

BETUL YALCIN

EMLEK

Chief People Officer,
Yum! Brands,
UAE

Betul Yalcin Emlek is a versatile and accomplished Human Resources leader with 20 years of experience in multinational environments. Known for her people- and culture-centric approach, she has made significant contributions to fostering organizational success and growth.

With a proven track record of translating business vision into strategic, innovative people initiatives, Betul has driven advancements in diversity, equity, inclusion, employee engagement, talent development, and sustainable performance. Her expertise in building inclusive company cultures, managing transformational change, and aligning people strategies with business goals have been a cornerstone of her success in various HR leadership roles.

Betul has been with KFC/Yum! Restaurants International since 2016. She currently serves as the Chief People Officer at Yum! Brands KFC MENAPAKT & CIS, responsible for 22 markets. In this role, she leads the regional people and culture agenda as well as future-focused people initiatives aimed at driving innovation and growth.

Beyond her professional achievements, Betul is a certified professional coach and is passionate about giving back. She actively volunteers as a mentor for college students and women, empowering the next generation of leaders.

SPEAKER

ANJA PETROVSKI

Chief People Officer,
Al Nabooda Automobiles LLC

Anja Petrovski, Chief People Officer at Al Nabooda Automobiles, is redefining leadership by bringing a fresh perspective to people and culture. With over 20 years of experience spanning advertising, marketing, and now HR, Anja is known for her innovative approach to building brands and empowering talent. She served as the first female Marketing and PR Director at Audi Volkswagen Middle East for 12 years, where she led groundbreaking strategies that shaped the brand's success.

Her transition to HR leadership at Al Nabooda Automobiles highlights the bold move of appointing a non-HR professional to the role. Leveraging her expertise in marketing and communications, Anja focuses on uniting teams, nurturing talent, and fostering a collaborative culture. Recognized as one of the 50 Most Influential HR Leaders in the GCC, her passion for empowering individuals continues to transform the workplace, driving both employee and business success.

Today, Anja serves on 2 boards, besides her regular professional career:

- HR Committee, International Women Board of Directors / a global initiative dedicated to increasing female representation in C-suite positions and on corporate boards.
- Marketing Society Board member / not-for-profit organization that inspires, accelerates and unites the world's most senior marketers.

Anja holds CIPD certifications: Level 7 Advanced diploma in strategic people management.

She holds a UNESCO M.Sc. Management in culture and Cultural policy in the Balkans, and she graduated from the Faculty of Dramatic Arts in Belgrade, Department for film and television production.



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SPEAKER

SAMAR SAMY

Regional HR Partner,
Gulf Cryo,
UAE

Samar is a Human Resources professional with over 25 years of international experience in HR operations, talent management, and organizational development across leading multinational companies. She holds an MBA in Human Resources and International Markets, certified by ESLSCA Paris, and has held progressive HR leadership roles at Procter & Gamble, Electrolux, Air Liquide, and ThyssenKrupp.

Since joining CMA Terminals at Khalifa Port in January 2024 as one of its first 10 employees, Samar played a key role in establishing the HR function from the ground up. She built the HR team, developed core HR strategies, policies and processes, and led key initiatives across talent acquisition, employee engagement, performance management, learning and development, and HRIS implementation. Working closely with senior management, line managers, the HR team, and employees, she aligned people strategies with business objectives while fostering a high-performance workplace culture and positioning HR as a strategic business partner.

In her most recent role at Air Liquide, she served as HR Director for Africa, Middle East, and India, overseeing HR operations across 33+ countries and 5,000+ employees. In this capacity, she led the development and implementation of HR strategies that enhanced operational efficiency, enabled large-scale business transformation, and aligned HR services with regional and global objectives.

Earlier in her career, Samar held leadership roles at ThyssenKrupp and Electrolux, where she drove key HR transformation initiatives. At ThyssenKrupp, she led the design and rollout of enterprise-wide performance management systems and succession planning initiatives, strengthening leadership pipelines and talent retention across diverse markets. At Electrolux, she introduced scalable HR processes to support organizational growth and restructuring, while leading workforce planning, capability development, organizational design, and HR system implementation.

Throughout her career, Samar has consistently built strong partnerships with executive stakeholders, offering strategic HR advisory, executive coaching, and aligning talent initiatives with broader business outcomes.



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SPEAKER

NATALIE GLEESON

VP Human Capital,
Pure Harvest Smart Farms,
UAE

Natalie Gleeson is VP Human Capital at Pure Harvest Smart Farms, UAE, and founder of Resourceful Robin. With over two decades leading organizational culture transformation, she brings a rare dual perspective: the lived reality of driving human capital strategy inside a fast-scaling, tech-forward organization, and the frameworks to help other leaders do the same.

As VP Human Capital, Natalie leads people strategy across the organization, including Pure+, an award-nominated culture transformation program that has significantly improved employee satisfaction. She is also the creator of The Future-Ready Set — a framework built around Emotional Intelligence, Adaptability, and Resourcefulness as the three skills leaders need most in an AI-driven world.

Natalie speaks globally on the human side of digital transformation. She believes the real differentiator in automation isn't the technology itself — it's whether leaders protect what makes people and culture irreplaceable.



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SPEAKER

MISBAH AL KHADEM

Regional Sales Manager,
Odoo

Misbah Al Khadem is a Dubai-based technology consultant and Regional Manager at Odoo Middle East, driving enterprise digital transformation and ERP adoption across the GCC. With an academic background in Electrical Engineering, he brings a systems-level approach to helping mid-market and corporate organizations modernize their core business architecture.

Misbah specializes in guiding executive teams through complex, end-to-end digital transformations, unifying disparate enterprise workflows, from payroll and workforce management to financial accounting and operations, into integrated ERP ecosystems. He focuses on enabling organizations to eliminate administrative friction, leverage data-driven workforce insights, and automate core operational processes at scale.

A frequent speaker at regional technology summits, Misbah regularly shares strategies on cloud ERP implementation, process automation, and leveraging enterprise software to build agile, future-ready organizations across the MENA region.



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SPEAKER

LIESBETH SCHIAVO

HR Director,
**Khansaheb Facilities Management &
Khansaheb Bespoke Contracting,
UAE**

Liesbeth Schiavo is the HR Director at Khansaheb Facilities Management & Bespoke Contracting in the UAE, where she leads the people agenda across restructuring, stabilisation, and growth.

With nearly two decades of experience across the Middle East, Africa, and Asia Pacific, she partners closely with Boards and CEOs to translate strategy into execution in complex, labour-intensive, multi-country environments.

Liesbeth is known for positioning HR as a direct driver of business performance. She specialises in scaling organisations through disciplined governance, workforce productivity, and robust operating models that deliver consistency and measurable impact.

Her expertise includes AI-enabled workforce strategies, digital HR transformation, and data-driven decision-making, with a strong focus on leadership accountability and execution discipline.

She is particularly interested in the future of leadership and high-performance cultures as operating systems, enabling organisations to navigate volatility while sustaining growth and resilience.



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SPEAKER

PAULA NAOUFAL

Senior Reporter and Presenter,
CNN Business Arabic

Paula Naoufal is an award-winning journalist and Senior Reporter at CNN Business Arabic with over a decade of experience in media and communication. She has interviewed heads of state, prime ministers, and global business leaders, including the President of Iraq, the Prime Minister of Ukraine, the Prime Minister of Scotland, the CEO of Aramco, GCC ministers, and Royal Highnesses.

She has covered major international events including the World Economic Forum in Davos, OPEC+ meetings in Vienna, and the IMF–World Bank Annual Meetings in DC, among other high-level global gatherings. Beyond reporting and presenting, Paula has moderated high-level panels across the region alongside ministers, CEOs, and Royal Highnesses, bringing regional insight to global economic discussions.

Her work in journalism earned her the International Energy Journalist Award, presented by the Crown Prince of Fujairah, UAE, and she now serves on the award's Selection Committee.

Before joining CNN, she worked at Asharq News with Bloomberg and at the United Nations Headquarters in New York. She holds a master's degree in Risk Analysis from King's College London and is currently a PhD candidate in Media and Communication at the University of Leicester.



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SPEAKER

JUNAID

ALAM

Global Head of People & Culture,
Idealz Holding/Dream Dubai

With 15+ years of HR leadership across some of the world's most recognisable brands and fastest-growing startups - from Coca-Cola, Philip Morris, and ibex to Swvl (MENA's first Nasdaq-listed unicorn) and PULA- Junaid Alam has built and scaled people functions across 4 continents and 20+ countries spanning the GCC, Africa, South Asia, Europe, and LATAM. He now leads the global people strategy for Idealz Holding / Dream Dubai, listed as the number 1 app in the region multiple times throughout the year, where he is designing the organization's global people architecture from the ground up.

Known for Talent Strategy, Total Rewards architecture, Leadership, Culture, M&A integration, and building HR functions that operate as commercial partners to the business, Junaid brings a sharp, numbers-driven lens to every people decision.



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SPEAKER

KARIM HELBAWI

Enterprise Account Executive,
Remote, UAE

Karim is an experienced SaaS sales professional with a career built across some of tech's most recognizable platforms, including LinkedIn, Udemy, and Uber — before joining Remote, where he now helps companies navigate the complexities of international hiring and break down the barriers to global employment.

Based in Dubai, Karim brings a front-row view of how sales, growth, and global expansion intersect, shaped by years working with enterprise clients across MENA and beyond. His experience gives him a grounded, practical understanding of what it actually takes for businesses to build, manage, and scale distributed teams.



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SPEAKER

DANIELLE WHITE

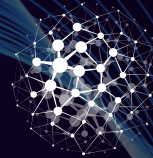
CEO,
The Power of Speaking

Danielle White has coached professionals from Emirates Group, TAQA, and Coca-Cola Arena, and delivered keynote sessions for American Express. Alongside her coaching work, Danielle is an accomplished event host. She has hosted for Ounass, Emirates Flight Catering, and the ICT Intelligent Awards Middle East and has been featured in GITEX Magazine for her work.

Danielle began acting at the age of five, transforming from a quiet child into a confident performer. She went on to earn both a BA and a Postgraduate qualification in Drama Education from Trinity College London, building a foundation in communication, performance, and stagecraft. Her career has since evolved from theatre and drama into the corporate world, where she has worked with leading global brands and audiences across the UAE and beyond.

Blending her experience in acting, performance psychology, and modern communication, Danielle brings energy, presence, and clarity to every stage, whether she's hosting, delivering a keynote, or engaging with audiences worldwide.

AGENDA DAY 01



12th Annual
HR TECH
MENA SUMMIT
9-10 September 2026

WEDNESDAY • 9TH SEP, 2026

ARCHITECTING THE AI-DRIVEN WORKFORCE

08:00 – 08:55

**Registration,
Networking
and Welcome
Refreshments**

09:00 – 09:05

**Opening
Remarks from
the Organiser**



Sidh NC
Director,
QNA International

09:10 – 09:40

**OPENING
INTERNATIONAL
KEYNOTE**



Arthur Carmazzi

World's #1 Thought Leader in
Organizational Culture,
United States of America

The Human Edge: Leading Change When AI Never Sleeps

- Lead the Machine, Lead the Human Capturing and interpreting human behaviour data to pinpoint where motivation, communication, and commitment break down; designing change strategies that work with human psychology, not against it.
- Culture as Your Operating System AI optimises workflows. It cannot build trust. Culture is your only sustainable competitive advantage and the foundation of every successful change initiative.
- The Human Growth Loop When AI unlocks motivation and personalises growth - people don't just perform better. They become better by driving change from within.

09:45 – 10:10

**FIRESIDE
CHAT**



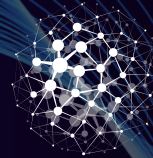
H.E. Dr. Amna Al Mahri

Executive Director of GovAcademy,
Department of Government Enablement,
Government of Abu Dhabi

The Sovereign Workforce System: Building a Self-Sufficient Talent Nation

- From Vision to Value: Turning AI Ambition into Measurable Impact.
- Rewiring the organization: Talent, Trust & Transformation at Scale.
- Competing at Global Speed: Building Regionally Resilient Organizations.

AGENDA DAY 01



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WEDNESDAY • 9TH SEP, 2026

ARCHITECTING THE AI-DRIVEN WORKFORCE

10:15 – 10:35

TECH KEYNOTE

The Intelligent HR Core: One Platform, One Truth

- Unified Data, Unified Decisions: Fragmentation is the enemy of intelligence - breaking silos Across the Enterprise.
- Embedded AI in Every Workflow: From Insight to Instant Action, an AI that works where you work.
- From Automation to Augmentation: Elevating Human Potential at Scale & measuring what really matters.

10:40 – 11:15



Azzah AlSharhan
Chief Group Human
Resources Officer,
Miral



Hind Alattar
Chief Human Capital
Officer,
United Arab Bank



Huda Al Abbar
Director - Human
Resources Department,
Department of Finance
- Dubai Government



Walid Tayel
Group Chief Human
Resources Officer,
Elsewedy Electric,
Egypt



MODERATOR

Najib Makarem
Group CHRO | Culture, Talent & Employee Experience Influencer

PANEL DISCUSSION

The Bold Frontier: HR as a Driver of Strategic Advantage

- Is HR Ready to Lead the Business, or Just Support It? – An honest look at readiness.
- The GCC's Boldest HR Experiments – What's working, what's failing, what's next.
- One Move Every CHRO Should Make in 2027 – A practical, high-impact takeaway.

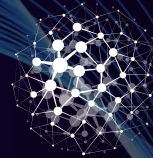
11:20 – 11:55

**COFFEE & NETWORKING
BREAK AND VISIT TO
BOUTIQUE EXHIBITION
LOUNGE**

11:55 – 12:00

**RAFFLE
DRAWS -
PHUKET**

AGENDA DAY 01



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WEDNESDAY • 9TH SEP, 2026

ARCHITECTING THE AI-DRIVEN WORKFORCE

12:00 – 12:30



Ali AbuHaliqa
Executive Director HC &
Deputy Chief Corporate
Support Officer,
Mubadala Energy



Mustafa Jama
Former Chief Human
Resources Officer,
Ghassan Aboud
Holding



Nadine Zein
Account Director MEAT,
Coursera



Yusra Baqi
Chief Human Capital
Officer,
Aafaq Islamic Finance
PSC

FIRESIDE CHAT



MODERATOR

Junaid Alam
Global Head of People & Culture,
Idealz Holding/Dream Dubai

From Data to Decisions: The New Era of Talent Transformation

- Turning Insights into Action: From AI-driven recruitment and smarter hiring to scaling solutions that help organisations attract, retain, and upskill critical talent
- Designing Experience, Not Just Systems: real-time feedback, sentiment analysis, and adaptive learning & enhance engagement without fragmenting culture
- Future-Ready Talent in the GCC Context: Building resilient leadership pipelines and regional talent strategies, predictive insights and dashboards for informed, fast HR decision-making

12:35 – 13:10



Jacob Jacob
Group CHRO,
Aster DM Healthcare



Dr. Jassim Al Awadhi
Executive Director - Head of
Enterprise Platforms,
Emirates NBD



Khalid Ahli
Head of Human
Resources Department,
UAE Space Agency



Dr. Noora Al Reyasi
Former Group Chief
Human Resources Officer,
First Abu Dhabi Bank

CXO PANEL



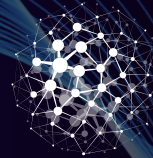
MODERATOR

Misbah Al Khadem
Regional Sales Manager,
Odoo

Bridging the Divide: HR + IT, The Power Duo Driving Transformation

- When HR and IT speak the same language, transformation actually happens
- Breaking silos, co-creating experiences, and delivering digital impact at scale
- From misalignment to mastery: How HR and IT together shape the AI-powered workforce

AGENDA DAY 01



12th Annual
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WEDNESDAY • 9TH SEP, 2026

ARCHITECTING THE AI-DRIVEN WORKFORCE

13:15 – 13:40

**COFFEE & NETWORKING BREAK
AND VISIT TO BOUTIQUE
EXHIBITION LOUNGE**

13:45 – 14:15



Liesbeth Schiavo
HR Director,
Khansaheb Bespoke
Contracting



Marie-Louise Ek
Vice President HR Middle
East & Africa,
Hilton



Natalie Gleeson
VP Human Capital,
Pure Harvest Smart
Farms

**FIRESIDE
CHAT**



MODERATOR

Paula Naoufal
Senior Reporter and Presenter,
CNN Business Arabic

Leading at the Edge: People, Tech & the AI-Driven Future

- Beyond Technology Adoption: Rewriting Talent Strategy
- Culture in a Hyper-Automated World: Keeping Humanity at the Core
- Innovation Through Strategic Partnerships: CHRO, CTO & Tech Partners in Sync

14:20 – 14:40

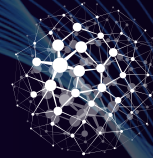
**DRUMMING
ACTIVITY BY
DUBAI DRUMS**



14:45 – 15:45

**NETWORKING
LUNCHEON AT
MEZZERIE**

AGENDA DAY 02



12th Annual
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MENA SUMMIT
9-10 September 2026

THURSDAY • 10TH SEP, 2026

THE HUMAN-SIDE OF AI: WHERE TECHNOLOGY MEETS HEART

08:00 – 09:00

**Registration,
Networking
and Welcome
Refreshments**

09:00 – 09:05

**WELCOME REMARKS
& EARLY RISER
RAFFLE WINNER
ANNOUNCEMENT**

09:05 – 09:35

OPENING KEYNOTE



Adam Ashcroft

Dubai's Top Business Coach,
UAE

When AI Does the Work, What Drives the Leader?

- If AI can do the job, what makes a leader indispensable
- Why the strengths and passions in your team are the performance data no dashboard is capturing
- From founder mindset to corporate leadership advantage

09:40 – 10:15



Anja Petrovski
Chief People Officer,
Al Nabooda Automobiles
LLC



Betul Yalcin Emlek
Chief People & Culture Officer,
KFC- Yum Brands! MenaPakT
& CIS



Eman Al Sharif
Chief Human Resources
Officer,
Tamkeen

PANEL DISCUSSION



MODERATOR

Karim Helbawi

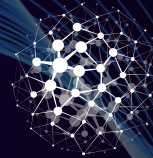
Enterprise Account Executive,
Remote



The New Workforce Equation: Talent, Technology & Trust Across Borders

- Generation Gap Meets the Geography Gap: Bridging generational divides through reverse mentoring, digital fluency, and the strategic activation of seasoned wisdom in a multi-generational workforce.
- Rethinking Compensation, Benefits & Rewards in a Borderless Workforce: How unified payroll, benefits, and local labor law compliance enables seamless international hiring- offering competitive compensation packages anywhere in the world, without complexity or risk.
- Mentorship Rebooted, Measuring What Actually Moves the Needle: Transforming mentorship from intent to impact through AI-enabled matching, real capability metrics, and cross-generational knowledge transfer.

AGENDA DAY 02



12th Annual
HR TECH
MENA SUMMIT
9-10 September 2026

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THE HUMAN-SIDE OF AI: WHERE TECHNOLOGY MEETS HEART

10:20 – 10:45

CASE STUDY SHOWCASE



Samar Samy
Regional HR Partner,
Gulf Cryo

Performance Management Reinvented: From Annual Reviews to Always-On Impact

- Real-Time Feedback: How a GCC organizations replaced - annual reviews with continuous coaching
- Manager as Coach: Training front-line leaders to have better conversations
- Agile KPIs & Tech in Action: Aligning individual goals with business pivots of performance management software

10:50 – 11:25

COFFEE & NETWORKING BREAK AND VISIT TO BOUTIQUE EXHIBITION LOUNGE

11:35 – 12:10

KEYNOTE

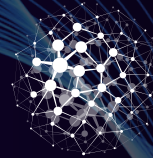


Ferran Tort
AI Adoption Advisor and Change
Management Expert,
Spain

The HR Framework to lead an effective AI transformation

- Why most enterprise AI initiatives stall not on technology but on the human layer, and how HR leaders can diagnose that resistance early.
- The psychological levers that determine whether AI adoption actually sticks across a workforce, and how to activate them at scale.
- A practical execution framework for HR leaders in the GCC to turn AI investment into measurable behaviour change, engagement and productivity, so it stops being a slide in a strategy deck and starts showing up in daily work.

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12:15 – 12:30

KEYNOTE



Kate King

Founder, Master Executive and Team Coach,
The Team Coach

Leadership Alignment in the Age of AI: Positioning HR to Lead Strategic AI Alignment

This keynote positions HR upstream of AI implementation, focusing on the leadership alignment decisions that determine whether technology adoption creates coherence and strategic value. Kate King introduces the AI Alignment Canvas as a lens for HR leaders to guide executive teams through four critical conversations—Purpose, Value, Principles, and Alignment; ensuring organisations align internally before aligning with AI.

12:35 – 13:05

COFFEE & NETWORKING BREAK AND VISIT TO BOUTIQUE EXHIBITION LOUNGE

13:10 – 13:50

EXCLUSIVE ROUNDTABLE DISCUSSION

Keeping Talent in a Hyper-Competitive Market

- An interactive, high-impact challenge where HR and technology leaders collaborate to solve real workforce problems using AI and digital tools.
- Teams will ideate, build, and present practical solutions — moving beyond discussion into live innovation and execution.

13:55 – 14:00

CLOSING REMARKS FOR DAY 2

14:00 – 15:00

NETWORKING LUNCHEON AT MEZZERIE

What is the language of the conference?

The conference will be conducted in English.

Will anyone be taking photographs during the summit?

Yes, photographs will be taken during the summit. We will be publishing the photographs on Flickr and share the link with you via email. By registering for the summit, you acknowledge that there is a possibility that your photographs may be taken. If you do not wish to be a part of photographs, videos or other recordings taken at the summit, please inform us at the welcome desk and we will ensure you are not a part of the photographs and videos distributed after the event.

Can I get a list of all attendees at the event?

During the two days of the summit you have ample networking opportunities to exchange business cards with all the attendees of the summit. We do not provide a printed delegate list for the attendees. You can contact the welcome desk for further assistance.

Can I receive any of the speaker presentations or sessions?

Speaker presentations are not available as handouts. In order to receive, download or publish any of the speaker presentations, kindly contact the speaker (it is subject to their approval). Or we will send you a link to download the approved presentations one week after the event.

Who holds the copyright for the speaker presentation?

Our speakers/presenters retain full copyright and intellectual property rights on all their presentations and materials. Please contact them directly for any such information.

Is it possible to receive a certificate of participation?

Yes, of course. On attending both days of the Summit, all participants will receive certificates sent to them over the email one week after the event.

When will the Summit video be published?

The Summit video will be ready by end of December 2026. It will cover snapshots of the entire event along with the testimonials taken during the event. If you do not wish to be a part of the video please inform us at the welcome desk or email us within one week of event closure.

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FOR MORE INFORMATION VISIT

www.hrtechmena.com

www.qnainternational.com

Dubai: P.O. Box 46471, Dubai, UAE

Tel: +971 4 388 5545

Email: info@qnainternational.com