

Interactive Session

Digital Innovation for the Next Generation of Customers

TRANSFORMX.IO

April 27, 2017

06:00pm to 08:00pm

IBA City Campus

Session is Free to Attend.
Includes Refreshments and Business Networking.

Register Online Now: <http://bit.ly/2nNyVQn>

Overview

The purpose of the session will be to discuss ways the latest digital technology trends are changing the landscape of global businesses and how large corporations, family businesses and start-ups especially in the developing world can gear their organizations, culture and the foundations of technology to serve the next generation of customers.

Agenda

The session will include the following two segments

- Lecture by Javaid Iqbal, co-founder transformx.io on 'Digital Innovation for the Next Generation of Customers'.
- One on one interactive dialogue between Javaid Iqbal and 3 business leaders representing large corporations, family businesses and tech start-ups on opportunities they see and challenges they face in getting ready for the digital road ahead.
 - Large Corporations – Ghias Khan, President & CEO, Engro Corporation
 - Family Businesses – Asad Abdulla, Group CIO, International Brands Limited (mycart.pk, Searle, Habitt, Dunkin Donuts, S Abdulla)
 - Tech start-ups - Junaid Iqbal, Managing Director, Careem

WHO SHOULD ATTEND

The session is recommended for senior and mid-level executives in large corporations/multi-nationals, leaders of family businesses, owners and investors of start-ups, leading academics, futuristic thinkers, technologists, students and those interested in the subject.

IBA CEE Center for Executive Education
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Experience

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Center for Executive Education, IBA, Karachi

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Lead Presenter
and Moderator

Javaid Iqbal



Javaid Iqbal is a Digital Futurist, a C-Suite Advisor, a Global Inspirational Speaker and an Educator who for the past two decades has been helping businesses and governments across North America, Europe and Asia transform and achieve objectives through the use of disruptive and innovative technologies. He recently served as a Customer Engagement and Success Leader at Salesforce in North America and is now a co-founder of transformx.io, a global digital transformation consultancy focusing on innovation in the customer space. Iqbal attended Purdue University for his undergraduate studies in Computer Information Systems Technology and holds a Master's degree in Communication Systems Strategy and Management from Northwestern University.

Guests

Ghias Khan



Ghias Khan is the President and Chief Executive Officer of Engro Corporation. Prior to this, Mr. Khan has held several executive and board positions across Dawood Hercules Group which included being Chairman of the Board for Elixir Securities and as CEO of Inbox Business Technologies that he co-founded and grew from a small computer manufacturer to one of Pakistan's largest technology company with 1900 employees. Mr. Khan is a strong believer in the social enterprise and the responsibility of businesses to environmental and human wellbeing. He holds an MBA from the Institute of Business Administration in Karachi.

Asad Abdulla



Asad is the Group CIO of International Brands Limited (IBL), a family owned group that owns multiple successful forward-looking businesses including mycart.pk, Searle, Habitt, Dunkin Donuts, S Abdulla and others. Asad has the charge for devising the digital strategy for the group, leading development and implementation of the Group wide IT architecture, implementation of enterprise information systems and strategies for business intelligence and process automation. He graduated from the University of Rochester with a Bachelors degree in Economics and holds a Management Certificate in MIS from the Simon School of Business in New York.

Junaid Iqbal



Junaid leads Careem in Pakistan. He is an energetic and entrepreneurial business leader with a proven track record of executing growth and turnaround strategies across the energy, media and financial services industries. His experiences range from being an energy futures trader in the US, to launching and hosting Pakistan's first TV show on stock market information, to leading global equity capital market transactions of over \$1.6 billion. He is passionate about building institutions, and creating employment opportunities in Pakistan. Junaid holds a bachelor's degree in Financial Economics from the University of Michigan.