

GLOBAL Leaders TODAY

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THE NEW WAVE OF TECH LEADERSHIP



ALSO INSIDE

The rise of
Indian Tech
CEOs

Pg 42

Critical Lessons
From Digital
Transformation
Failures

Pg 48



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From the Editor

Dear Readers,

We are delighted to bring you the July-September Quarterly Issue of Global Leaders Today. The theme of this issue is The New Wave of Tech Leadership, who are driving change and leading the evolution of one of the biggest industries worldwide. To cover different verticals of this enormous industry, we have selected leaders representing diverse geographies and cultures across various fields such as Cyber Security, EdTech, Digital Innovation, Data Science, and Artificial Intelligence, among others.

We have covered famed CISOs like Matthew Rosenquist, the former Cybersecurity Strategist for Intel Corporation with 30+ years in security and is currently the CISO of Eclipz.io, Yasi Baiani, the SVP of Product & Member Marketing at Cleo, who is passionate about solving big problems that can help millions of people live better lives through technology and innovation, Sherrell Dorsey, the Founder & CEO of The Plug, digital news and insights platform covering the Black innovation economy, amongst others.

In the Thought Leadership section, we have dug deep to source and find content that can aid our readers in understanding and learning about the new trends in this industry with articles such Critical Lessons From Digital Transformation Failures that highlights the essential lessons and what not to do while embarking on your digital transformation journey. In addition, we also have our esteemed Advisory Board Member, Larry Robertson who has contributed his thought-leadership to aid our valued readers on their leadership journey with his article, ‘Breaking Free from the Binary Trap of Leadership’, highlighting the most-common leadership trap.

In conclusion, I would like to thank the team at Global Leaders Today for their efforts in putting together a compelling edition. We hope we can continue adding value to your lives.

Warm Regards,
Sherlyn Gomes
Editor at Global Leaders Today

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Contents



22

The Empath Solving Problems Through Technology



32

The Thought-Leader Curating Content To Help Others Succeed



56

Creating Value From Data And Statistics

News	04
Community Management Conferences Around The World	08
CAI	10
Expo Condominio Mx.....	12
IRECMS Madrid	14
REM Times Launches Amongst Industry Leaders.....	16
Newsmakers	18
New Wave Of Tech Leadership	20
The Empath Solving Problems Through Technology	22
Pioneering The Cyber Security Revolution	24
Breaking Free from the Binary Trap of Leadership.....	26
The Technophile Advocating For An Inclusive Future.....	30
The Thought-Leader Curating Content Curating Content To Help Others Succeed	32
Exclusive Interview: Jatin Deepchandani Founder of Skilltu	34
The Rise Of The Digital Futurist	38
The One Tool To Transform Your Marketing Strategies From Average To Outstanding.....	40
The Rise Of Indian Tech CEOs In The US.....	42
The Digital Transformation Expert Driving For An Intelligent World	44
Revolutionizing EdTech With Machine Learning and Artificial Intelligence.....	46
Critical Lessons From Digital Transformation Failures	48
The Technocrat Demonstrating How To Make Money Out Of Data	50
Innovating To Provide Quality Education For All At No Cost	52
Combating Poverty With The Use Of Transformational Technology	54
Creating Value From Data And Statistics	56
Empowering Women In STEM	60

NEWS

Ben & Jerry's Asks Customers To Lobby For Tighter Gun Laws After Texas, And New York Mass Shootings



Ice cream giant Ben & Jerry's is asking millions of its customers in new lobbying to push for stricter gun safety measures after last month's mass shootings in Uvalde, Texas, and Buffalo, New York. Christopher Miller, the head of global activism at the ice cream company, said that it has called on its 8 million Facebook fans and 515,000 Twitter followers to lobby lawmakers for stronger gun safety laws.

Ben & Jerry's activism on guns comes as business leaders press Congress for changes to firearm laws following multiple mass shootings, including one that took the lives of 19 children and two teachers at a school in Uvalde, Texas. In an open letter published in the Dallas Morning News, Texas-based business leaders have called for more background checks, red flag laws, and raising the minimum age to purchase a gun to 21. Billionaire Elon Musk has also said that we need 'tight' gun background checks.

Miller also said the ice cream maker plans to cut ties with vendors who have worked with the firearms industry. He says, "We'll make sure moving forward we're not working with enablers of the industry."

UK Will Offer Work Visas To Graduates From The World's Top Universities



The United Kingdom (UK) has made plans to grant work visas to graduates of top universities, including Yale and Harvard, as part of its post-Brexit immigration plan. On Monday, May 30th, the government announced its plans to allow applicants with bachelor's or master's degrees to obtain a two-year visa, while graduates with doctorates can apply for a three-year stay, regardless of their country of birth.

In addition, the visa will also allow applicants to bring their families. The visas are meant to encourage graduates to start their careers in the UK. They are

among the latest measures taken by the country to display the benefits of Brexit as Prime Minister Boris Johnson seeks to move on from the Partygate scandal that has disrupted his premiership in recent months.

Chancellor Rishi Sunak said, "The route means that the UK will grow as a leading international hub for innovation, creativity and entrepreneurship. We want the businesses of tomorrow to be built here today, which is why I call on students to take advantage of this incredible opportunity to forge their careers here."

In A Breakthrough, Cancer Drug Makes Rectal Tumors Disappear With 100% Success Rate



In a breakthrough trial conducted at the MSK Cancer Center in New York City, 12 rectal cancer patients entered remission with a 100% success rate. During the trial, tumors of all the patients disappeared after receiving a drug named dostarlimab. This is an experimental drug, but the patients who received it no longer needed radiation or chemotherapy and experienced no side effects later in the research.

According to the study, all trial participants had a 'mismatch repair-deficient rectal cancer. This condition emerges when the cell's ability to prevent any mutations while copying a DNA, hence the name 'mismatch repair' (MMR), is crippled. According to the National Cancer Institute, if the MMR deficient cells have many mutations, it can lead to cancer. Notably, about 5-10% of all rectal cancer is associated with MMR deficiency in patients.

"I believe this is the first time this has happened in the history of cancer," said Dr Diaz, author of the paper and Head of the Division of Solid Tumor Oncology at Memorial Sloan Kettering Cancer Center, while celebrating the success of the trial.

Apple Has Unveiled Its Most Significant Macbook Air Redesign In Over A Decade

In more than a decade, Apple has unveiled the most significant overhaul to its popular MacBook Air laptop, bringing a fresh design, new colors, and a speedier M2 processor from its homegrown chip line. The company showcased the updated laptop on Monday at its Worldwide Developers Conference, an event that is otherwise focused on software updates for the iPhone and other devices. The new Air adds yet another machine to the company's lucrative lineup of computers.

The move refreshes a groundbreakingly light and thin product when Apple's Steve Jobs first unveiled it in 2008. The new model loses the tapered shape of the previous version and instead uses a design that looks similar to the 14-inch and 16-inch MacBook Pros launched at the end of last year. The machine has a 13.6-inch screen, 13.3 inches on the previous model, and – like the MacBook



Pro – a 1080p camera with twice the resolution of the last model.

The updated computer includes an M2 processor, the first generational leap for Apple's Mac chips since its in-house components for computers debuted in November 2020. The MacBook Air update was the first since it was one of the earliest Macs to get the M1 chip. The latest version will be 40 per cent faster in handling some pro apps but about 18 per cent overall, according to Apple

The World's Most Extensive Four-Day Work Week Trial Begins In The UK

The world's most extensive four-day work week trial has kicked off in the UK, with more than 70 companies and 3,300 employees participating. Thousands of workers across different industries of the country's economy have signed up for the global study that started on Monday - June 6th, working for four days a week while still receiving full pay.

The 4-Day Week UK Pilot Programme aims to measure the productivity and well-being of staff over six months as they work a day less on the understanding of delivering similar results. Around 70 companies across hospitality, banking, care, and animation studios are signed up to participate. It involves academics from Cambridge and Oxford universities and experts at Boston



College in the US. They coordinate the experiment in partnership with the think tank Autonomy and the not-for-profit coalition 4 Day Week Global.

"The four-day week is generally considered to be a triple dividend policy – helping employees, companies, and the climate. Our research efforts will be digging into all of this," said a Professor of sociology at Boston College and the lead researcher behind the pilot scheme, Juliet Schor.

Indonesia Makes Plans To Get Digital Nomads To Bali With A 5-Year Visa



Indonesia seeks to promote the booming tech scene and spiritual getaways to make travelers come back to Bali and other islands in the archipelago. The largest economy in Southeast Asia, Indonesia has removed most of its travel restrictions. Fully-vaccinated travelers can visit Indonesia without the requirement for COVID-19 testing or quarantine. In April 2022, tourist arrivals to Indonesia spiked to 111,000, the highest number of arrivals since the COVID-19 pandemic.

Streamlined visa processing and more frequent flights should help the nation lure employees of global companies like Twitter Inc. and Airbnb Inc., which let their employees work from anywhere. Around 95% of surveyed 'digital nomads' have said Indonesia -- particularly Bali -- is their 'top of mind' destination for remote work, and they are ready to travel, Uno said.

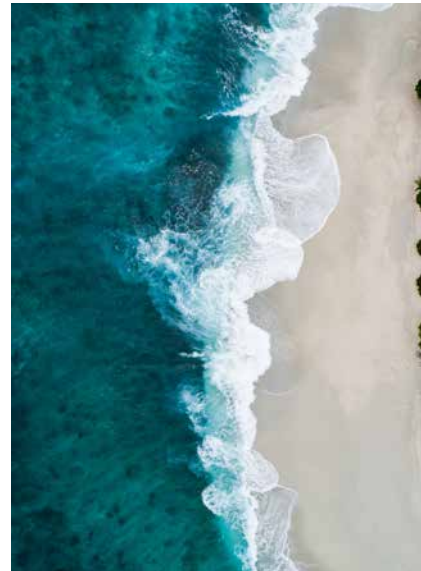
According to the Tourism and Creative Economic Minister Sandiaga Uno, ecological tourism, sporting events, and a special five-year visa for remote workers could bring 3.6 million overseas travelers to Indonesia now that the borders have reopened. "The three Ss were: sun, sea, and sand in the past. We're moving it to serenity, spirituality and sustainability. This way, we're getting better quality and better impact on the local economy," Uno said.

The Pacific Island Nation Of Niue Declares A Bold Plan To Protect 100% Of Its Ocean

The tiny Pacific island state of Niue has announced that it will protect 100% of the ocean in its exclusive economic zone (EEZ), spanning 317,500 sq km (122,000 sq miles), roughly the area of Vietnam. The water surrounding one of the world's largest raised coral atolls is the only place where the katuali is found -- a sea snake that lives in the island's honeycomb of underwater caves. Humpback whales migrate to Niue from Antarctica to give birth; spinner dolphins swim near the coast, and Niue boasts the world's highest density of grey reef sharks.

Yet the reefs of this isolated island in the Pacific Ocean, 370 miles (600km) from its nearest neighbor Tonga, are threatened by illegal fishing and the climate crisis. To combat this, those caught breaching Niue's marine park laws and fishing illegally can have their vessels seized and receive a fine of up to NZ\$500,000 (£255,000).

If the government believes the crime should face a harsher penalty, it can



prosecute using the 2013 Maritime Zones Act or the 1996 Territorial Sea and Economic Zones Act. "We can bring much larger penalties to bear, depending on the nature of the offense," said Brendon Pasisi, Niue's director for agriculture, forestry and fisheries.

Robotic Buoys Are Being Developed For The Safety Of Atlantic Right Whales

A Cape Cod science centre and one of the world's largest shipping businesses are collaborating on a project to utilize robotic buoys to protect a vanishing whale from collisions with ships. A lab at Woods Hole Oceanographic Institution has developed the technology, which uses buoys and underwater gliders to record whale sounds in near real-time.

"The robotic recorders give mariners, scientists, and the public an idea of the location of rare North Atlantic right whales," said Mark Baumgartner, a marine ecologist with Woods Hole whose lab also operates the buoys

to alert others. The whales currently number less than 340 globally, and ship strikes are one of the significant threats to their existence as they travel through some of the busiest stretches of ocean on the planet.

French shipping giant CMA CGM is now working with Woods Hole to deploy two of the robotic buoys off of Virginia, Norfolk, and Savannah, Georgia. CMA CGM is funding the deployment of the buoys, which will be added to the data collected by six others off the East Coast, Baumgartner said. The two new buoys will be deployed for testing soon, he said

A Newly Issued US Quarter Celebrated Cherokee Leader Wilma Mankiller



A new quarter released on Monday, June 6th, celebrated a legendary figure who spent her life advocating for Indigenous people. Wilma Mankiller was the first female principal chief of the Cherokee Nation and is the third woman to be honored as part of the US Mint's 'American Women Quarters Program.'

At an event commemorating the quarter's release, Cherokee Nation Principal Chief Chuck Hoskin Jr. spoke about the legacy of the tribe's former leader. "Even years after her passing, Chief Mankiller is still making an impact," he said. Mankiller was the first woman in the US to lead a powerful tribal nation. In 1985, Mankiller became the Principal Chief of the Cherokee Nation and held the position for a decade. During her tenure, tribal enrollment tripled, and educational and employment achievement also rose. She worked to improve the health of the community, overseeing the construction of health centers and children's programs and a decline in infant mortality.

Mankiller was later awarded the Presidential Medal of Freedom under Bill Clinton. She served as a role model and inspiration for all women across the nation until her passing in 2010. But her legacy continues to live on today.

UK Airline, Virgin Atlantic, Allows Cabin Crew To Show Off Their Tattoos



Virgin Atlantic has become the first airline in the UK to allow its cabin crew to show off visible arm tattoos while in uniform. The company's new policy was described as, "A significant shift in an industry that has long had strict criteria on who is suitable to be cabin crew and how they should look."

The British airline is relaxing its body art rules as part of a new recruitment drive to ramp up its cabin crew numbers post-COVID-19 pandemic. "Many people use tattoos to express their unique identities, and our customer-facing and uniformed colleagues should not be excluded from doing so if they choose. In line with our

focus on inclusion and championing individuality, we're relaxing our tattoo restrictions for all our people," said the airline's Chief People Officer, Estelle Hollingsworth.

"We're committed to supporting diversity both on the ground and on board, so we seek people from all backgrounds who aspire to be the friendly, smiling and professional face that is the airline - with the iconic Virgin Atlantic style and flair. We champion difference and individuality, and by encouraging all of our people to truly be themselves at work, we uphold an inclusive environment where they each can thrive."

A Giant Deep Ocean Turbine Trial By Japan Offers Hope For A Green Future

The heavily fossil-fuel dependent country of Japan has successfully tested a system that could provide a consistent source of renewable energy, regardless of the sun or the wind. For more than a decade, IHI Corp. has been developing a subsea turbine which harnesses the power in deep ocean currents and converts it into a steady and reliable source of electricity.

The turbine is called Kairyu and is a 330-ton prototype designed to be anchored to the sea floor at 30-50 meters (100-160 feet). The giant machine resembles an airplane, with two counter-rotating turbine fans in place of jets and a

central 'fuselage' housing a buoyancy adjustment system. In commercial production, the plan is to site the turbines in the Kuroshio Current, one of the world's most robust, which runs along Japan's eastern coast and transmits the power via seabed cables to Japan.

"Ocean currents have an advantage in terms of their accessibility in Japan," said Ken Takagi, a professor of ocean technology policy at the University of Tokyo Graduate School of Frontier Sciences. "Wind power is more geographically suited to Europe, which is exposed to predominant westerly winds and is located at higher latitudes."

COMMUNITY MANAGEMENT CONFERENCES AROUND THE WORLD



KEYNOTE SPEAKER

AT IRECMS DUBAI 2022

**Dr. Marshall
Goldsmith**

Pre-register for IRECMS Dubai
6-9 December 2022
Address Dubai Marina



For Nominations & Speaking Opportunities contact
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IRECMS

Laying The Groundwork For Community Association Management Professionals

About Community Associations Institute (CAI)

CAI is an international membership organization dedicated to building better communities. With over 40,000 members, CAI has 63 chapters worldwide, including Canada, the Middle East and South Africa, and relationships with housing leaders in a number of other countries, including Australia and the United Kingdom. The institute provides information, education and resources to the homeowner volunteers who govern communities and the professionals who support them. CAI members include association board members and other homeowner leaders, community managers, association management firms and other professionals who provide products and services to associations.

According to estimates from the Foundation for Community Association Research, twenty years ago, there were approximately 240,000 community associations in the U.S., and about 48 million Americans were living within them. Today, more than 355,000 homeowners associations, condominiums, and housing cooperatives are in the U.S., with roughly 74.1 million residents.

CAI noticed the need for an institute that could cater to this booming industry and harness the knowledge from experts to lead it to a prosperous future. Tom Skiba, CAE, CEO of CAI, says, “With shared interest communities experiencing steady growth both domestically and worldwide, CAI has maintained pace with the rapidly evolving needs of its present and future members. The organization’s membership has grown from 16,500 to more than 43,000 over two decades, and its domestic and international chapters have increased from 56 to 63.”

The most crucial factor in CAI’s growth, he says, has been the constant focus on providing value to all of its member groups. The institute strives to create a unique membership value proposition for each group targeted to their specific needs.

Skiba says, “Now, more than ever, people are looking for ways to connect. Through shared perspectives, experiences, and knowledge, a strong peer network is one of the best resources for creating community legacies.”

CAI solves this problem by playing an essential role in bringing together community association leaders and professionals. The institute’s success has helped shape the future and strengthen personal and professional connections. He adds, “Where else can you meet colleagues from around the world and build on their collective wisdom?”

From CAI’s signature events to their valued masterclasses held around the

world, the institute has continued to evolve in the ever-changing landscape. Skiba says, “Whether you join us in person or virtually, we are committed to offering innovative ideas, world-class education, and the products and services that benefit your community and your job.”

CAI events unite the community, and by having the knowledge, expertise, and contacts, they build professionals and leaders who make community associations preferred places to call home.

The institute recently hosted its CAI Annual Conference and Exposition: Community NOW, where they welcomed nearly 2,000 registered attendees and exhibitors. Skiba says, “We were thrilled with the response from our members. We held several pre-conference education courses for community association managers as well as in-person workshops and meetings for our leadership.”

The event hosted two Florida state



Senators, Jason Pizzo (D-Miami-Dade County) and Jennifer Bradley (R-Orange Park), to discuss condominium safety initiatives nearly one year after the tragic collapse at the Champlain Towers South Condominium Association in Surfside, Fla. Along with two engaging keynote speakers, CAI held numerous educational sessions to help attendees dig deeper into the topics that influence, impact, and inspire community associations and the businesses that support them.



Talking about the CAI Annual Conference and Exposition held in Florida, Jessica Towles, CMCA, AMS, PCAM, President of CAI’s Board of Trustees, and Vice President of community associations at Hammersmith Management, AAMC, in Englewood, Colo says, “I was excited to see so many colleagues, clients, and friends in person at the 2022 CAI Annual Conference and Exposition: Community NOW in Orlando, Fla. It has been a tumultuous few years in our professional, personal, and volunteer lives. The conference was a great time to come together, build our networks, and learn from the best and brightest in our industry.”

The event also hosted an awards ceremony that highlighted and celebrated the best community managers and professionals in the industry. Skiba adds, “One of the best parts of every conference, however, is the annual awards ceremony. CAI members work tirelessly by volunteering their time and commitment to make communities preferred places to call home. We honor dedicated individuals who have demonstrated exceptional leadership to advance community association living every year.” These individuals have made a difference for its 43,000 members and the 74 million Americans living and working in community associations.

There were numerous categories for the awards, and Robert Felix, CMCA, LSM, PCAM, RS, was awarded the Distinguished

Service Award for his relentless service to the institute. In contrast, Wendy W. Taylor, CMCA, AMS, LSM, PCAM was awarded the President’s Award, and Michael D. Johnson, CMCA, AMS, PCAM was awarded the Outstanding Volunteer Service Award, amongst others.

While talking about the best takeaway of the event, Lisa Cox, CMCA, AMS, LSM, PCAM, chair of CAI’s Community Association Managers Council, and a community manager with Sienna Associations in Missouri City, Texas, says, “One of the best takeaways from the past conferences is a reinvigorating feeling about our incredible but often challenging profession. I felt the same about this year’s event.”

However, the institute has bright plans for the future to keep with its mission and make a truly global mark. Skiba says, “The biggest goal for CAI—other than continuing to grow as the premier community association industry organization in the world—will be to keep promoting successful relationships between members in an increasingly technological landscape.”

He continued, “The relationships our members build with each other are what sets us apart as an organization. That keeps people attracted to membership, engaged, and volunteering their time and expertise.”

Open Message To Readers

CAI always looks to provide opportunities to our members with enhanced and expanded resources and new tools that can help homeowner leaders, community managers, and business partners be successful and, ultimately, help the communities they serve to be successful.

We want to continue our mission of building better communities. We can be a global force for our industry with all the resource development we do. However, just as importantly, we can bring people together worldwide to share experiences and learn from one another.

—Tom Skiba, CAE, Chief Executive Officer of CAI



The Leading Event For Condominium Managers In Mexico

ExpoCondominio MX 2022 is the only event in Mexico for Managers of Condominium Associations and the commercial exhibition of service providers with a National and International presence. In its second edition, ExpoCondominio MX 2022, held at the World Trade Center in Mexico City, with over 350 participants. The event was a huge success that boasted of experts in the industry sharing their insights and paving the path for a more profitable future. They also hosted an exciting Masterclass on June 18th with various industry experts.



The conference was led by International and National Speakers, including Mike Packard from USA, Prof Jeevan D'Mello from UAE and Prof Pepe Gutiérrez from Spain, who shared their valuable insights in condominium management and what the future holds for the industry. Mike Packard, Senior Vice President of ASSOCIA, one of the esteemed Speakers, says, "I was honored to have been a part of this exceptional two-day event. I was very impressed with the quality of the presentations." Yet another distinguished speaker, Pepe Guterrez, CEO of Megafincas, added, "I was very pleased to bring to the audience the latest information on PropTech and CondoTech as being updated on the technology for our industry is vital. I was pleased to hear great feedback from the audience."

The event brought together all the professionals from Mexico dedicated to the Management of Condominiums. In doing so, they delved deeper into the field, ideating and exchanging insights and discussing the innovation of new technologies in this sector.

Hugo Ketzel Cuéllar Serna, Director of HK Condominios, praised the pioneering event, saying, "The event has been a good platform to share best practices and learn from one another to raise the standards of the Mexican built environment."

ExpoCondominio MX 2022 was also a unique opportunity to promote their vocation to the industry's youngest managers, offer a framework for companies in the industry and display innovative products to Condominium Owners, companies, and the general public. It also provided an excellent

opportunity to network with some of the greatest minds in the industry from across the world.

Luis Eduardo Garcia, CEO of WESN from Bogota, Colombia, says, "It was wonderful meeting professionals from the Spanish-speaking world and the USA and UAE. I learnt a lot and was pleased to present my thoughts and experience on stage to a great audience."

Talking about the value the event provided for all participants, Organizer Mara Cavazos added, "The event has been a huge success, and it opened doors for us to promote our vocation to young professionals who are growing in this sector. It has been a wonderful two days of learning and networking, and I look forward to bringing everyone together again at the next edition of ExpoCondominio MX."



IRECMS Masterclass Madrid



About IRECMS

International Real Estate Community Management Summit (IRECMS) is a global event series that aims to uplift the benchmark of Community, Facilities, Property and Asset Management across the globe. In 2022 alone, IRECMS will be held in Madrid, Riyadh, Bahrain, Mumbai, Milan and Dubai.



IRECMS Masterclasses are carefully designed to cover the complete gamut for Real Estate Management Professionals i.e. Community, Facilities, Property and Asset Management, specifically focusing on Operations, Finance, Technology and Customer Service. With trainers and coaches who are reputed for their competence, expertise, experience and insight, these masterclasses are a must-attend for any professional looking to gain an edge.

The IRECMS Madrid Masterclass had a lineup of celebrated international and national professionals in the industry who shared their insights and expertise with the participants. The speakers included Pepe Gutierrez, CEO of Megafincas (Spain), Dawn Bauman Vice President of Community Associations Institute, (USA), Juan Carlos Alvarez, Founding Partner & CEO of Urbefincas (Spain), Francisco Martinez, Founding Partner & CEO of Fincas Cholo, S.L (Spain), Mario Tura de Marco, Founder, Administratore Evoluta (Italy), Michael Hurley, Director of Strata Title Management, Brisbane (Australia), Prof. Marta Fernández Martínez from the University of Havana (Cuba) and Prof. Jeevan D'Mello, CEO, Zenesis Corp (UAE).

The masterclass was a success, with a packed house of participants gathered to discuss the various areas of real estate management and the industry's future.



REM Times Launches Amongst Industry Leaders

The global platform aims to connect real estate professionals with every-green content

REM Times - The Global Hub for the Real Estate Management Professionals is now officially open for the industry.



(L-R) Freejo Francis, HOD-PID Owners Association Management, Dubai Investments; Jatin Deepchandani, CEO, REM Times; Jeevan D'Mello, CEO, Zenesis Corp; Glen Aranha, Director- Communities, DAMAC Properties

The official launch occurred at Taj Dubai on June 9th in front of industry leaders from across the real estate management sector and supporting services. The launch of this new-age media platform marked the expansion of Plan 3 Media into the publication market. The CEO Jatin Deepchandani, expressed his gratitude and his vision for the magazine. "This is a proud moment as events and publications have been my two favorite passions. We have a clear vision to become a resourceful platform for the industry globally and enable them to stay up-to-date with the market," he added. Senior Editor Megha S Anthony, explains

how the platform aims to be more than just a publication for the industry. "REM Times is an experience for industry professionals across the world. There is a lot one can achieve and learn from the cross-pollination of information and with REM Times we want to promote international best practices, ignite thought-provoking discussions; and create ever-green content for the industry at large," she added.

Some of the guests who attended the launch were: Jeevan D'Mello, CEO, Zenesis Corp; Atif Rahman, Chairman/Founder ORO 24; Alan Rowlands, General Manager, Waseela Community Management;

Waseem Ahmed, Director of Operations, Solana, KSA; Waqar Hasan; President - Community Associations Institute Middle East | CEO - Itihad Community Management; Alex Davies, Chief Commercial Officer at Dubai Holding Real Estate; Glen Aranha, Director-Communities, LOAMS, Damac Properties; Fadi Nwlati, CEO, Kaizen Asset Management; Stuart McGregor, GM, BK Gulf; Phillip Johnson, BDM, Emrill; Lynnette Sacchetto, Director-Data & Digital Transformation-Allsopps & Allsopps; Andrea Yoko, Head of Soft Services, Ejadah; HP Ayengar, CEO, Provis; Markus Oberlin, CEO, Farnek and Saood Al Mutaiwee, CEO, PID Owners Association Management, and many more.



Jatin Deepchandani, CEO, REM Times, and Atif Rahman, Chairman/Founder ORO 24



Waseem Ahmed, Director of Operations, Solana, KSA; Waqar Hasan, CEO, Itihad Community Management; Jatin, and Alex Davies, chief commercial officer at Dubai Holding Real Estate



Saood Al Mutaiwee, CEO, PID Owners Association Management and Jeevan D'Mello, CEO, Zenesis Corp.



Jatin with Prabhu Ramachandran, CEO/Founder and Megha S Anthony, Senior Editor, REM Times



HP Ayengar, CEO, Provis with Markus Oberlin, CEO, Farnek and Saood Al Mutaiwee, CEO, PID Owners Association Management



Fahad Mohamed Director -Dubai & NE Adeeb Group; Tamer Bishay head of Business Dev & Marketing- Concordia ; Javeria Ria Aijaz , MD HITEK with Jatin Babla, Marketing, Kaizen Asset Management



Glen Aranha, Director- Communities, DAMAC Properties; Prabhu Ramachandran, CEO/Founder; Freejo Francis, HOD-PID Owners Association Management, Dubai Investments; Waseem Ahmed, Director of Operations, Solana, KSA



Jatin Deepchandani, CEO/Founder and Megha S Anthony, Senior Editor, REM Times

NEWSMAKERS



Robert A. Felix,

President, Verity Property Management, Inc. Owner, The Felix Reserve Group, LLC

management, finances, operations, and successful community and team building. He moved into management company leadership in 2009 with roles including President, CEO and Regional VP, responsible for all management company operations and professional development worth up to \$76 million in annual revenue.

Rob also teaches and speaks extensively worldwide on community industry topics, develops and facilitates specific education and training programs, and works with organizations to define and advance industry leadership topics. He began teaching for CAI in 1993 and has served in numerous CAI roles for more than four decades.

He served on the inaugural Business Partners Council, the Audit Committee, the community management task force of the Community Next Initiative, and the

Foundation for Community Association Research board, to name a few. He was instrumental in their move to expand the international delivery of the CMCA examination and remains a driving force in shaping the future of the CMCA credential. Rob has taught thousands of students in the CAI manager courses and thousands more in presentations at CAI, industry conferences and chapter events. He was the first person to teach the M-100 course in Dubai and has been the key trainer for new CAI faculty for over 20 years. He has received many awards over the years, including the Award of Excellence in Designations and Educator of the Year. His contributions and dedication to CAI and the community association housing model have earned him the Distinguished Service Award. CAMICB also awarded Rob its 2nd Distinguished Service Award for his nearly 20 years of service to the development of the CMCA.



Marita Vianka Cavazos Torres

Condominium Manager, Condominium Consultant

Marita, with her expertise, has participated in discussion tables to reform the law specialized in condominiums in Mexico City and Quintana Roo. She has collaborated on books such as: 'Edificios con Amenities' and 'Green Buildings and Skyscrapers' with Liliana Corzo and Claudia Sevit from Argentina. In addition, she has also contributed to the book 'The Best Building Managers in the World' with Jeevan D'Mello and Pepe Gutiérrez, Manager of Megafincas in Spain. This is the first time the 40 best managers in the world were published in a single book presented in Dubai in 2019.

She is also the organizer of the 'Expo Condominio Mx', a unique event for Condominium Managers in Mexico, held at the World Trade Center in 2019 and in the new edition of 2022. She currently teaches courses, workshops

and conferences, Certifies Administrators in EC 0112 from 'Conocer', labor competency standard for Condominium Managers by the SEP (Mexican Ministry for Education), and certifies managers in ISO/IEC 17024:2012 by 1-SEC Latin America.

She is also a columnist in some newsletters and newspapers in Colombia, organizes webinars on topics of general interest for Latin America with speakers of international stature, and conducts the Vblog 'Let's talk about Condominiums and Condomonios' on Youtube. She leads the Network of Professionals in Condominium Administration Civil Organization, the First Association of Condominium Regime Administrators in Mexico, which has regulated and strengthened the Condominium Administrators Guild in Mexico since 2018.

NEWSMAKERS

Sumeet Mehta

Co Founder & CEO, LEAD



Sumeet Mehta is Co-Founder and CEO, LEAD, the world's third largest School EdTech company and the first unicorn in the segment to emerge from India.

Growing up in a family of teachers in a small town in India, Sumeet experienced first hand the inequity in the quality of education available to school students in India's Tier 2+ towns, versus those attending premier schools in its metropolises. Sumeet drew inspiration from his personal journey to solve this learning gap by establishing LEAD with his Co-Founder Smita Deorah in 2012. "Our objective was to make excellent education accessible and affordable for every child in India," he says.

And thus, what began as a peri-urban school with just 14 students on day one, has today grown to a network of 4000+ LEAD-powered schools across 400+ small towns in India. LEAD's integrated system leverages deeply researched curriculum, pedagogy and technology to improve learning outcomes for 1.6 million+ students across the country. LEAD improves student performance by at least 20%; doubles teacher effectiveness; increases school admissions and raises parent engagement to bring about a full transformation of schools. It is the only School EdTech company to offer a mastery guarantee, globally.

Over the next 5 years, as LEAD partners with over 60K schools, Sumeet aims to transform the lives of 25 million school students.

Heidi Solomon-Orlick

*Senior Vice President Business Development, Arise Virtual Solutions Inc
Founder & CEO, GirlzWhoSell*



Heidi Solomon-Orlick is an award winning Senior Vice President with over 30 years of global BPO sales and leadership experience. She is the Founder & CEO of GirlzWhoSell, an organization whose mission is to close the gender gap in B2B Sales and build the largest pipeline of early stage, diverse female sales talent. Heidi is also the Board President of the

GirlzWhoSell Empowerment Fund a non-profit providing training, mentoring and career placement of young women from traditionally underrepresented communities who are interested in pursuing a sales career.

She is a Diversity, Equity and Inclusion champion, change agent, entrepreneur, author and mentor. In 2021 she won two Gold Stevie awards: Worldwide Sales Executive of the Year and Woman of the Year in Sales and was ranked and featured in Top 50 Women Magazine. In 2020, she was one of HCL's Red Ladder Unstoppable Women. In 2022, Heidi published Heels to Deals: How Women Are Dominating in Business-to-Business Sales. Additionally, Heidi was a contributing author to the book 'Upward: Leadership Lessons for Women on the Rise' which was released in March, 2021.

Lynne Akkawi

CEO, Prime Association Management Services(PAM)



Lynne Akkawi was born in Amman, Jordan and received her Master's Degree in Management and Finance from McGill University in Montreal. While starting PAM, she was inspired by her father, who nurtured her entrepreneurial spirit and encouraged her to get out of her comfort zone by pushing her to try new things.

Living by these principles, she jumped at the opportunity and established her company when the JOP Law in Dubai was published to become one of the first companies in the community management space. However, she adds that building PAM was easier said than done as she faced many challenges while scaling it to its current size and managing over 10 million sq. ft. of common area.

Lynne strongly attributes her successful growth to her data-driven approach to problem-solving. She recognised early on that incorporating IT technologies in her company workflow eased the burden on staff, allowing them to enhance internal and external communications and improve work efficiency by generating data, records, and measuring performance.

According to Lynne, if she had to pick three contributors to success, she would pick knowledge, persistence, and people.

THE NEW WAVE OF TECH LEADERSHIP

Technology has changed almost every aspect of our personal and business lives today. Artificial Intelligence and Machine Learning have significantly changed the digital landscape with robot waiters serving in hotels to virtual learning experiences that can take you to different places across the world to studying geography interactively. In addition, digital storage capacity and transmission bandwidth have grown exponentially, and the cloud has helped lower costs and increase access to multiple technology platforms. Data has become the goldmine of the era that is shaping the way companies create new products and market them to their respective target audience.

COVID-19 has accelerated this curve and pushed for greater digital adoption in organizations. For some of the top tech leaders in the world, it is not just the public cloud that saw growth but the combination of both public and private or the hybrid cloud model. According to IBM, increasingly, technology leaders of large organizations are not only embracing a diverse set of responsibilities but also playing a pivotal role in helping organizations adapt to the unknown and transform risks into opportunities.

Zippia reported that the tech industry made up 35% of the total world market. The overall tech industry is estimated to have a growth rate (CAGR) of 5% through 2024. So how do these figures impact leadership?

These tech leaders have grown to become the voice of leadership while at the helm of one of the leading industries of the world. With the innovations in the sector, they get to drive lasting change that could potentially impact billions of lives worldwide. Such as the inspiring tech leader Tim Berners-Lee, considered the ‘Inventor of the internet.’ He created the communication protocol that enabled the internet to move from an obscure research tool to one that has changed the world.

New technologies have been at the center of trends—from digital currency like bitcoins to augmented reality that is changing the customer experience and taking it to a whole new level—these advances have reshaped the competitive landscape and disrupted business models.

According to research from Accenture, companies that stepped up their investments in cloud, AI, and other technologies during the pandemic are now growing their revenue at five times the rate of companies that lag on tech investments.

However, end-to-end digital transformation will only emerge through the convergence of 5G and key technologies: Cloud, Edge computing, AI, and IoT. To realize the full benefits of advances in network connectivity and digital technologies, companies will not only have to invest in a suite of new convergent technology solutions. They will also need to carry out organizational and cultural change, elevate the next-gen connectivity and technology agenda on the C-suite radar, and develop the internal skills necessary to put these solutions at the base of innovation and company growth.

This puts the onus on the CIO, CISO, CTO and the other tech leaders of an organization to drive lasting change and switch from simply managing or leveraging IT to drive leadership that will create a revolution and lead the way forward for their respective companies that will create a culture that will be accepting to innovation and new technology.

With this in mind, Global Leaders Today’s Quarterly Edition of July-September will feature the new wave of tech leadership driving this change and leading the evolution in one of the biggest industries worldwide. We have selected leaders representing diverse geographies and cultures across various fields such as Cyber Security, EdTech, Digital Innovation, Data Science, and Artificial Intelligence, among others. By showcasing their leadership abilities on the global stage, we aim to inspire more leaders to create a positive change that will shape future business practices and benefit all organizations globally.

The Empath Solving Problems Through Technology



“Having Empathy is my superpower, combined with my clear vision and analytical thinking.”

Yasi Baiani is a mission-driven product leader, entrepreneur, and investor. She has been featured 3x as LinkedIn Top Voices in Technology and Healthcare as well as Business Insider's 27 Most Impressive Harvard MBAs. Yasi is passionate about solving big problems that can help millions of people live better lives through technology and innovation. She has a background in B2C and SaaS/B2B product development. She led products and/or advised companies in the following categories: digital health, healthcare, marketplaces, SaaS, operational-heavy, gig economy, artificial intelligence (AI) / machine learning (ML), and wearables. Yasi has a customer-obsessed product development mentality focused on design, UX research and data. She's also a public speaker and frequently gets invited to talk about the topics she's deeply passionate about: product management, leadership, technology, healthcare, building personal brands, work-life balance, as well as health & wellness.

Written by Sherlyn Gomes

Growing up, Yasi Baiani's parents were empaths who possessed a deep love for values like honesty, working hard, and helping others and engraved these values in their young daughter, Yasi, who strived to help her friends in whatever way she could. She helped tutor her academically challenged peers and even dropped off food at the houses of those in need in her endeavor to follow her parent's guidance. This has now transformed into an internal urge to help others, which gravitated Yasi towards mission-driven companies.

However, Yasi says she did not know what being an executive meant when she was young. But looking back at her childhood, she says, "It's clear that I was always a 'boss girl.' I always had a leadership drive, from leading all the games at elementary school to starting my first business when I was 14."

Another factor that drove her to pursue her entrepreneurship journey was growing up in a country where women and girls had limited rights, making her more determined to dream big and advocate for equality and equity.

These experiences ignited a fire within her that has always guided her forward. As she embarked on Silicon Valley as a teenager, she recalled, "I became fascinated by technology and what it could enable." Her love for using technology to solve problems the common man faced began here.

She continued, "When I experienced the power of building products and companies by utilizing technology, I felt I found my calling and never looked back." This gravitation towards technology eventually led her to a career in venture capital and angel investment, where Yasi invested in companies like Phreesia (public with over \$1Bn valuation), Virta Health (private with over \$2Bn valuation), and Nova AI (acquired by Highspot). And later to the Product and Marketing executive and leadership roles in companies such as Cleo, Fitbit, Livongo/Teladoc, and athenahealth.

Over the years, Yasi has led and managed some of the best teams in the world while creating value-adding products. But one of the most crucial components that have helped her become an outstanding leader, she says, is the quality of Empathy. Yasi explains, "I am an empathetic leader who closely studies and listens to customers and observes market trends. Having Empathy is my superpower, combined with my clear vision and analytical thinking, that has given me the opportunity to lay out strong strategies and create category winning products at scale."

She continues, "Empathy is an attribute that's innate to me, but I constantly try to get better at it, too. It's been fundamental in making me an effective product manager and leader because it allows me to have a leadership style that's not one-size-fits-all. Instead, I try to understand

what motivates each individual." She adds that this is key for product leaders, as they rely on multiple teams to do their jobs well and on time to have a successful product launch that will perform well in the market.

As Yasi has grown in her career, she has always gone the extra mile to give back by sharing her knowledge as a speaker and writer. She says, "Making an impact has always been important to me, so I like teaching and mentoring. As a career woman, I know how hard it is to jump the professional hurdles. I see it as my responsibility to inspire others, especially all girls and women, to achieve their goals, think outside the box, and be the best version of themselves."

She continues, "We're in an era where social networks like LinkedIn enable this. I always advise people to find their passions and get their thoughts. While it wasn't part of my strategy, doing this gave me exposure and created a brand around my voice."

However, her ascent to the top wasn't linear; Yasi says, "Like most others, I have had unexpected turns and twists, some good and others not so much. But what's interesting when I look back is that every step was a significant growth opportunity and made me a better and stronger leader. Like Steve Jobs, one of my favorite leaders, said, "You can't connect the dots looking forward; you can only connect them looking backwards."

Pioneering The Cyber Security Revolution

Matthew Rosenquist is a Chief Information Security Officer (CISO) Chief Information Security Office (CISO), Cyber Security Strategist and Evangelist, cybersecurity strategist, and evangelist actively working with the industry to identify emerging risks and opportunities. Rosenquist is formerly the Cybersecurity Strategist for Intel Corporation with 30+ years in security and is currently the CISO of Eclipz.io. A trusted board advisor and security expert for governments, organizations, and academia, Rosenquist is one of the industry's most well respected cyber security evangelists. He advises boards, executives, industry groups, tech companies, consumer audiences, and the media on the risks and relevance of cybersecurity issues and how to achieve an optimal level of security.

Written by Kyle Goldberg

Matthew Rosenquist began his career in retail before he chanced upon the security industry. He then began his ascent into the world of cyber-security and landed his first role securing assets while being a part of a world-class team that focused on loss prevention, internal investigations, and building criminal cases for theft, fraud, and embezzlement.

While working in this upcoming industry,

“I have always sought to be challenged and tackle obstacles that were viewed as impossible”



Rosenquist became very attuned to understanding the intelligent threats, their creativity, and motivations that could help understand the most likely methods of attack and targeted assets. During that time, he specialized in charge fraud cases, which gave him a head start in becoming one of the most trusted leaders on the topic of our time.

He says, “This was during a time before cybersecurity or its predecessor, ‘Information Security’, existed.” But that did not stop him from discovering new avenues and researching how security could evolve to better protect against fraud cases and tackle one of the most significant challenges companies face today as technology improves.

After discovering his new passion for Cybersecurity and how he could help disrupt this industry, Rosenquist moved to Intel Corporation, where he worked in Information Technology. However, Rosenquist got his big break when he proposed the creation of Intel’s first Security Operations Center. He recalls the life-changing incident, “My justification succeeded where the previous attempts from others had failed. I must have impressed senior management as they not only approved my proposal but also wanted me to build and lead it, which was not part of my proposal. I accepted and dove in with everything I had.”

However, it did not come without its fair share of challenges; Rosenquist had to do intense research, trial and error to succeed in building Intel’s first Security Operations Center at a time when there were no templates or best practices to help guide him in the process.

The success of setting up the Security Operations Centre soon turned out to be the catalyst of his career that launched him into the realm of protecting digital assets. Shortly after, Rosenquist was promoted to many new ‘first’ roles, such as establishing and leading the company’s IT Crisis Response which was entirely new and responsible for all attacks against one of the most recognized tech companies. He also became the first Cybersecurity Strategist to address attacks against global manufacturing, integrating M&A Cybersecurity into acquisitions and divestitures, and many other roles. However, with his exceptional prowess, he

succeeded in growing the organization’s cyber security beyond their expectations and leaving white papers and best practices for others to follow.

Talking about the challenges of leading a team in an upcoming industry, he says, “Throughout my professional career, I have always sought to be challenged and tackle obstacles that were viewed as impossible. I have strived to make fundamental improvements in the industry for well over 30 years. I proved that a Return on Security Investment (ROSI) could be calculated when the consensus among the security community was that it was impossible.”

Rosenquist even established M&A cybersecurity protocols and defined the focus areas before the industry was riddled with risks. In addition, he even led a team that developed security software a decade before its time after viewing the gap in the market.

He adds, “I championed and created a methodology (TARA) to blend threat agent aspects into risk assessments when the industry only focused on internal vulnerabilities.” But all these firsts came with immense hard work, resilience and pushing past boundaries to develop solutions for prevailing problems.

Rosenquist was also one of the early advocates to engage widely across adjacent domains, including physical security, privacy, governance, product development, information technology, regulatory compliance, legal, and ethics, to drive communication and collaboration among stove-piped verticals across industries.

Talking about the qualities you need to succeed as a CISO, he adds that while technical skills are essential to succeed in the role, he emphasizes the need to do three things:

1. Understand the Enemy. Everything can’t be protected equally, so focus on the most likely methods from the types of attackers that will target your organization.
2. CISOs must understand how Cybersecurity fits the business’s overall value proposition.
3. Security leaders must foster teamwork across the organization. A security-savvy workforce is one of the most powerful

capabilities to protect a company’s digital assets and capabilities.

He adds that in order to form a security-savvy workforce, it’s vital to follow two rules. Firstly he says, “Cybersecurity is about balance. It is one of several priorities that the organization pursues. Understand where it fits in and how it supports corporate goals. Collaboration is critical, and it starts with understanding the needs of the groups that are being protected.” He continues, “Secondly, “Win over your employees; Cybersecurity should not be the secret police. It is about collaboration and gaining support from employees who can be your most significant liability or most significant asset. Win them over by showing them how good security practices help protect their work and time and enable them to succeed. The CISO is an advocate, Subject Matter Expert, and coach. Focus on building a solid team that includes every employee in the company.”

Due to his exceptional skill and prowess in the industry, he has been conferred with numerous awards, including Engatica Top 50 Cybersecurity Influencers, Mazebolt Top Six DDoS Security Influencers – 2022, Engati Top 222 Influencers for 2022, Top Cyber News Magazine Who’s Who in Cybersecurity!, 2021 HMG Strategy Global Leadership Institute Award, Thinkers360: Top10 Cybersecurity Thought Leaders, Top Business Strategy thought leaders, Top Cryptocurrency Thought Leader & Influencer, Medium as a Top Writer in Privacy, ADA Outstanding and LinkedIn Top 10 Technology Voices for 2018.

In conclusion, his advice to budding leaders is, “Learn the skills necessary to succeed, but have the passion and focus on executing them. Realize that a motivated, organized, and resourced community is truly powerful and capable of incredible feats. Leadership is key. Good leaders can transform a rabble into razors, while poor Leadership can undermine a world-class team. Continually learn from experience, history, and others. Have the humility to know your limits, admit mistakes, and learn from them. Be strong and know that real Leadership is what emerges and makes a difference in times of crisis.”

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Breaking Free from the Binary Trap of Leadership

Written by Larry Robertson, Founder of Lighthouse Consulting



About The Author:

As an innovation advisor and the Founder of Lighthouse Consulting, Larry Robertson has advised leaders in growth, strategy, adaptability, and innovation for more than three decades. He's been described as 'a big firm consulting brain, without all the worthless baggage.' His knowledge is deep, and his style is direct, passionate, and creative. The results, and nearly 30 years in business, speak for themselves.

Robertson is the award-winning author of three books: *A Deliberate Pause*, *The Language of Man*, and his newly released *Rebel Leadership: How to Thrive in Uncertain Times*. He's a popular columnist for *Inc. Magazine*, *The Creativity Post*, *SmartBrief on Leadership*, and *CEOWorld Magazine*, as well as a regular contributor to *Fast Company*, *Thrive Global*, *Productive Flourishing*, and other respected publications.

The theme of this GLT issue is technology. It's the perfect bridge for calling attention to a dangerous trap, one too many leaders fall prey to, especially in uncertain times. Call it the "binary trap" of leading.

In technology, binary refers to a coding system consisting of only two possible states: off or on, typically symbolized by 1s and 0s. A senior leader's job is immeasurably more complex than just two states. Yet, many default to their own binary system: believing they must know everything or when they don't, that they must appear as if they do.

Falling into this trap is rarely a conscious choice. It occurs gradually. And disproportionately, it results from outdated beliefs about what it means to be a leader, none more untrue than the "leader = hero" myth.

How the Trap Is Set and Sprung: The Leader = Hero Problem

Most leaders want what's best for their organization and team. They begin the leadership journey believing that their primary job is to be a catalyst – for good, for value creation, for progress towards a mission, all of it. Good leaders are enablers of the many. The trouble comes when the catalyst role morphs into the hero myth.

Leader lore tells us that the best leaders know everything – how to solve every problem, generate every innovative idea, and singlehandedly deliver an organization's success. It may not be stated so directly, but it's absolutely implied.

Societally and across the globe, we constantly reinforce the leader = hero myth. From our best practices to the stories we celebrate, we reinforce this untenable image as the model. How we structure our organizations by rank and title certainly contributes, but so to do informal and formal hierarchies of communication, innovation, and simple day-to-day decision-making. Other ways of doing, such as how we hire and what behaviors we reward, further reinforce the belief that those at the top are to be followed, not questioned.

Falling into the "binary trap" is the result of multiple factors each contributing to those at the helm seeing themselves as the person who "must know." As a leader locks into the default mode of instructing and directing, decisions and ideas move in one direction: down. Though rarely

intentional, in the eyes of the leader and those they lead, the individual leader comes to equal the sum total of leadership. That's when the binary trap is fully sprung, and sprung so powerfully that many leaders come to believe that if they don't know, they should at least appear as if they do.

Bigger Than a Hero: The Pivotal Role of Culture

In the end, falling into this trap comes down to culture. In all its parts and practices, culture guides how organizations define and execute leadership. No doubt, leaders play a key role in setting the cultural tone, but they are equally propelled by it and subject to its greater forces.

Rather than a mission statement or well-intended words, culture is every action and every decision by every person in every single moment. Culture is an ongoing chance to change things for the better and a perpetual truth teller for how things really are. If a team's culture points to leadership as a collective responsibility, that's what it will be. If instead all roads and arrows lead to one person, the odds of the binary trap taking hold rise exponentially.

The question is how to change the dynamic. Surprising to many, the key is to start with something close and small.

A Simple Step Towards Breaking Free of the Trap

Small is not how leaders tend to think, especially those caught up in the hero

myth. When trapped or facing something daunting like cultural change, most think too big. They conclude change must be dramatic and immediate. Lasting change never works that way. Instead, it's an accumulation of many smaller steps. If leaders want to break the binary trap, small step number one is to change the choices defining it.

Instead of "I know" or "I must appear to know," consider this alternate combination: "I know" and "I don't know." Not knowing doesn't fit the hero image. What it does instead is make the would-be hero the powerful catalyst they should be. Saying "I don't know" opens things up – for others to lead, and for leaders to learn. It enables the diversity of thought that exists across any group to come to the forefront. It invites everyone into the task of leading, and imbues ownership. These things allow it to become a multiplier and clarifier for shared purpose.

In the simplest terms, "I don't know" affirms that all of us, leaders included, are imperfect. We are yes and no, good and bad, successful and less so. It reminds us that we are at our best when we share the lead. Knowing it all isn't possible. It's a false expectation leaders should drop. What they should focus on instead is the true job of a leader: creating an environment in which everyone can lead and is expected and enabled to do just that.

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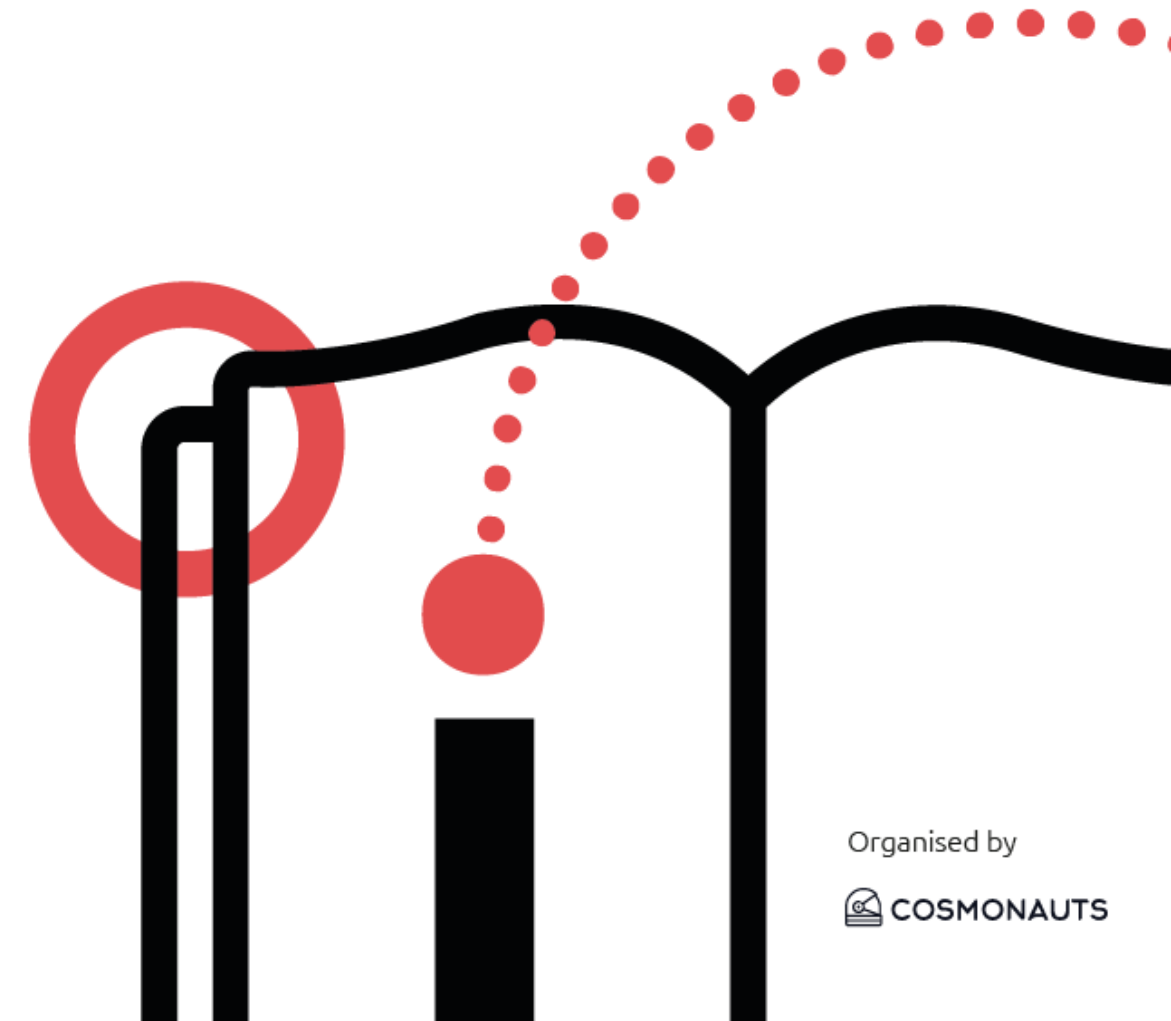


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Sherrell Dorsey is the Founder and CEO of The Plug—a digital news and insights platform covering the Black innovation economy. Her work has been featured in VICE, The Washington Post, Seattle Times, The Information, and more. Sherrell has been a contributing writer for notable publications like Columbia Journalism Review, Fast Company, Black Enterprise, and others. In 2018, she was named an inspiring woman in tech by CNet and the most creative people in business by AdWeek in 2021. Prior to launching The Plug, Sherrell served as a Marketing Manager for companies like Uber and Google Fiber. She holds a Master's degree in data journalism from Columbia University. She is the author of Upper Hand: The Future of Work for the Rest of Us, published by Wiley.

Written by Sherlyn Gomes

“Facing the pandemic, while starting a business is hard, but those hardships teach you how to adapt and reinvent yourself”

Sherrell Dorsey grew up in Rainier Beach in Seattle with her tight-knit family. She says her mother was vital in fostering her curiosity while growing up. Sherrell adds, “My mom would take us to Barnes & Noble bookstore to read/buy books. It opened up my access to learning and being curious about various topics.” Today, this curiosity helps Sherrell be inventive and explore the world from the viewpoint of others and through different experiences.

While her technophile grandfather cultivated her love for technology by buying Sherrell her first computer when she was eight years old, she recalled fondly, “I was only one of the few of my peers who had a computer at home.” This early foray into technology defined her love and interest in the industry. She says, “I learned how to utilize the internet when personal computers were just emerging in homes.”

A training program organized by a nonprofit called the Technology Access Foundation (TAF) acted as the stepping stone to help nurture and grow her love for technology. Her mother added her name to the program, and she was immediately accepted. She recalls, “I started the introduction to technology programs, taking apart and learning the different components of the computer, eventually spending time learning things like C# programming, a bit of JavaScript, ASP.NET, and my favorite class, network administration.”

During the program, she was mentored by Black computer scientists and informatics experts like Trish Milines Dziko, Zithri Saleem, and others that gave her an insight into the innovative minds of the black community.

The program helped her land consecutive summer internships at Microsoft starting at 14 throughout her high school career. Sherrell loved her experiences at Microsoft, learning about building tech products and realizing she could have a place at the tech table.

However, after high school, with her family expecting her to get a degree in computer science, she moved in a different direction. She studied fashion merchandising at the Fashion Institute of Technology. “I got to study the business

of marketing within the fashion world, a multi-billion-dollar industry, and one that encompasses so much technology from textile selection and forecasting to building an e-commerce business and brand.”

Sherrell took those marketing skills and went on to work at some of the leading companies globally, including both Uber and Google Fiber. But while she loved her day job, Sherrell was drawn to the tech world and wanted to understand it from the vantage point of the Black community and its impact globally. “I would keep up on industry literature and read about these great profiles of Gates, the Musks, and the Zuckerbergs. But I did not see the folks I was interacting with and engaging with daily quoted or profiled. And the journalism to me just felt very one-sided. It did not identify geniuses looking like, sounding like, feeling like, or coming from communities that looked like mine, but those were the people I was inspired by.”

Sherrell says, “I remember waking up early before heading to my job at Uber or Google Fiber and curating articles about ‘folks whom I find really fascinating.’” She continued, “I soon wrote about Black tech innovations and submitted stories to publications like Fast Company. By trying to show the robustness of these communities of innovation and coming up with cool ideas to solve specific challenges that they were facing that were being left out of this mainstream sort of noise. Like, sure, robots are good, but here’s a guy who’s creating an app to exchange vegetables and fruits with neighbors on a more human level.”

That led to the genesis of The Plug—with a \$10 domain registration and a free MailChimp account. Sherrell built up subscribers one at a time based on her solid reputation as the tech journalist who covered Black start-ups.

The organization has since helped define the significance of Black Innovation Data for the world (Fortune 1000 and 500 companies) that were previously overlooked or didn’t have access to the intelligence needed to make investment decisions that are now more inclusive due to their work. She says, “It’s just about being consistent and serving my audience well. Beyond that, every subscriber truly earns through this sense of trust and

representative storytelling, care and adoration, and sometimes, you know, harsh honesty.”


However, she has faced her fair share of problems during this journey; she says, “Facing the recession and a pandemic while starting a business is hard, but those hardships teach you how to adapt and reinvent yourself.” But Sherrell has successfully overcome and established her empire during one of the most turbulent times in history and watched it expand and grow with her meticulous storytelling and insights about the industry.

Sherrell’s most recent venture is her new book, *Upper Hand: The Future of Work for the Rest of Us*, published in January 2022. She described it as a love letter to her grandfather. She says, “I drew from his experience of moving from Birmingham, Alabama, to Detroit and finally to Seattle where ‘there weren’t many folks who looked like him.’ I wanted to illustrate my own experience along with Seattle’s changes, and how that was replicated across the country in a way that left many communities overlooked.”

Upper Hand offers guidelines, insights, and frameworks for navigating the new world of work dominated by Silicon Valley-rooted technologies, inaccessible networks, and constant automation that continues to slash jobs in the Black and Latinx population, thereby empowering these communities to rise beyond these limitations.

Due to her inclusive work in the industry and empowering the black community, she has received numerous awards. Including Adweek Most Creative People in Business, Media Innovators, Adweek 2021, Tech Champion of the Year Award, Black Enterprise Magazine, for work advancing Black tech entrepreneurship and skill-building in the city of Charlotte (2019), Charles and Lynn Schusterman Family Foundation REALITY Tech Fellow 2019, innovation immersion in Israel with 50+ global leaders in technology (2019), amongst others.

In conclusion, her advice for other budding leaders is, “Always trust yourself and your team,” and your business will flourish.

A close-up portrait of Bernard Marr, a middle-aged man with short, graying hair and a slight smile, looking directly at the camera. He is wearing a dark, textured sweater. The background is a soft, out-of-focus gray.

“Be humble and have a growth mindset – always realize that there is so much more to learn”

The Thought-Leader Curating Content To Help Others Succeed

Bernard Marr is a world-renowned futurist, influencer and thought leader in the fields of business and technology, with a passion for using technology for the good of humanity. He is a best-selling author of 20 books, writes a regular column for Forbes and advises and coaches many of the world's best-known organizations. He has over 2 million social media

followers, 1 million newsletter subscribers and was ranked by LinkedIn as one of the top 5 business influencers in the world and the No 1 influencer in the UK.

Written by Justin Roberts

Bernard Marr was born and raised near Hamburg in Germany. However, Bernard experienced a life-changing incident when he was merely a kid. Recalling the devastating incident that changed his perception of life forever, he says, “My father died in a car accident when he was just 48 years old. That taught me that life is precious and that you have to seize any opportunity to do the things you want to do and be happy.”

After the crushing incident, his mother raised Bernard and his brother as a single parent. She taught him several values that he still holds dear, including that it is vital to have a strong family bond with love and trust and the importance of hard work and the value of money as she worked hard in multiple jobs to give Bernard and his brother a beautiful life. He says, “We never had luxuries but grew up in a family that was full of love and happiness.”

In addition, she taught him to always believe in others the way she believed in him. He also had excellent teachers and professors that believed in him - this taught Bernard how important it is to believe in others and give them an opportunity to learn and grow.

He adds, “I have also had some not so good teachers that almost derailed my education. But the good ones prevailed and even presented me with an opportunity to get qualifications and go to Cambridge University - something I could never have dreamt of when I grew up in relatively poor conditions in Germany.” This is also why he creates content today and writes his books - to share his knowledge with others so they can learn and grow.

After completing his studies at Cambridge, the business school offered Bernard a position as a research fellow. He says, “I loved the freedom you get working in academia and the environment where you can continue to learn and research.”

He also had a brilliant mentor in his professor, who paved his way with opportunities to co-author content and work with notable companies. That laid the foundation for Bernard’s career as a

consultant and writer.

However, after ten years in academia, Bernard wanted to focus more on mainstream writing than academic work and venture out independently. In 2006, Bernard left the business school world to focus on his own company, Bernard Marr & Co, with services ranging from Keynote Speaker to Consultant. Today, with his years of work experience advising and consulting, he is one of the world’s most highly respected experts regarding future trends, strategy, business performance, digital transformation and the intelligent use of data and AI in business.

Bernard has the vision to use technology for the good of humanity and create a measurable impact. In that capacity, he has worked with and advised many of the world’s best-known organizations, including Amazon, Google, Microsoft, AstraZeneca, The Bank of England, BP, NVIDIA, Cisco, DHL, IBM, HPE, Ericsson, Jaguar Land Rover, Mars, The Ministry of Defense, NATO, The Home Office, NHS, Oracle, T-Mobile, Toyota, The Royal Air Force, Shell, The United Nations, Walgreens Alliance Boots, Walmart, among many others. He says, “I feel humbled to be working with many of the world’s best-known companies and government organizations. In particular, some of my work with government organizations such as the Nation Health Service and Police Forces have made a real difference, helping organizations to improve performance and deliver a better service to citizens. It’s wonderful to see a measurable difference.”

In addition, he is also the author of 20 books and hundreds of high profile reports and articles, including the international best-sellers ‘Business Trends in Practice’, ‘Tech Trends in Practice’, ‘The Intelligence Revolution’, ‘Artificial Intelligence in Practice’, ‘Data Strategy’, ‘Extended Reality in Practice’, ‘Big Data in Practice’, ‘Big Data’, ‘Key Business Analytics’, ‘Key Performance Indicators’, ‘The Intelligent Company’, ‘Managing and Delivering Performance’ and ‘Strategic Performance Management’. His books have been translated into over 20 languages. They

have earned numerous Amazon No 1 bestselling positions, the CMI Management Book of the Year award, the Axiom book award and the WHSmith best business book award.

Two of his books were recently nominated for the Business Book of the Year 2022 award. The books ‘Business Trends in Practice’ and ‘Extended Reality in Practice’ both won in their categories, and Business Trends in Practice then won the overall prize and was crowned Business book of the year, and continues to collect more feathers to add to his hat.

In his quest to share his knowledge and give others the advantage he had, he began sharing his insights on social media and today, he is a major social media influencer with over 2 million social media followers, 1 million newsletter subscribers, his popular content website, podcast, and regular Forbes column. Beyond that, his expert comments also regularly feature on TV and radio (e.g., BBC News, Sky News, and BBC World) and in high-profile publications such as The Times, The Guardian, The Financial Times, the CFO Magazine and the Wall Street Journal. He is generally seen as one of the world’s top business and technology influencers.

Bernard also teaches for Oxford University, Warwick Business School, the Irish Management Institute, and ICAEW. He serves as a Non-Executive Director on the board of businesses and sits on the dean’s council for Lancaster University Management School.

Apart from his professional life, Bernard’s priority, as instilled by his mother, is also being a good husband to his wife Claire and father to his three children, Sophia, James, and Oliver. Together with them and their dog Millie, he lives in Milton Keynes, just north of London, England.

In conclusion, his advice for all leaders is, “Be humble and have a growth mindset - always realize that there is so much more to learn. Always try to bring the best out of others, give them opportunities, empower them and let them shine.”

Exclusive Interview:

Jatin Deepchandani

Founder of Skilltu

About Skilltu: With the greatest respect to conventional academics, we have often wondered why we learned the properties of a parallelogram and not basic financial literacy in school. How much better would we be placed in life if we knew how to manage money, calculate taxes, and leverage investment opportunities? Life has taught us that, along with conventional academics, it's a competitive edge to know Life Skills. This profound realization is what shaped our burning mission!

Written by Kyle Goldberg



Talking about the idea behind the genesis of Skilltu, Jatin explains, “Growing up, attending school was one of the most challenging phases of my life. I wasn’t the best at studying simply because I couldn’t accept anything that had been forced on me by society, my parents or anybody else. So when I was in school, I had multiple questions like any young kid would have because you’re exploring the fire to figure out what’s happening in life.”

He continued, “But when I asked my teacher, how will learning history help me become a pilot or an engineer? I was immediately shot down and asked not to question anything and informed that this is how the school system functions, and if you want to be a professional and make a good living, you need to start studying.”

This, in turn, created a significant gap between Jatin and the students who were good at studying. Due to this, Jatin often found himself on the last benches, where he started enjoying their company more than the people who were good at learning.

During that phase, he felt like an outcast; recalling his ordeal, he says, “I always thought that I would never make it. The diligent students probably felt that keeping company with students like me would affect their academics. The gap started increasing more and more, and I realized that I was not good at studying and would not amount to anything in the future.”

However, as Jatin grew up and went to college, he realized he liked some subjects; for instance, he says, “Accounts triggered my interest and Economics was something that I loved. So I started scoring well in those two subjects, but I was still bad at everything else.” But these subjects lit the fire of entrepreneurship within him, which helped him succeed in

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his numerous ventures.

But Jatin still had to learn things the hard way his entire life, especially during his entrepreneurship journey. He says, “I wish somebody would have guided me at the time. And probably things would have been different.” In his opinion, schools do not teach students how to become entrepreneurs but rather have a standard for everyone to follow, whether they are doctors, entrepreneurs, or artists.

However, Jatin soon realized that he was not alone; many people he knew who were doctors or probably studying to be doctors, engineers, software engineers, pilots, and others still struggled in life as he did.

He explains, “There are some doctors I met, fantastic doctors, excellent at maybe a technical side of what they did, but could not communicate with their patients. They couldn’t build that trust and gain my confidence to treat me.” He continued, “Similarly, so many engineers I met throughout my career earn good salaries because they study and work hard but are still struggling with their finances. And most of them are still dealing with debt and liabilities because no one taught them how to invest and make their money work for them.”

Schools are great, but they have a massive learning gap; that misses out on teaching you how to invest your money, the importance of being confident or how critical good communication skills are to succeed as a leader.

In an attempt to give others the opportunities he never had, Jatin decided to establish Skilltu. He says, “So this is where I had the idea to impact a 100 lives by teaching them these basic life skills. And that’s when I thought I should come up with something where I can teach people these skills so they wouldn’t have to learn it the hard way like me.”

That led to the genesis of Skilltu, an Edtech company that teaches young minds basic life skills to succeed in life. The company currently has two excellent trainers from the United States of America, Gustavo and David and offers two courses; the first is ‘The Young CEO’ which caters to kids from eight to thirteen. And the second course is ‘Stock Market for Beginners’, which caters to kids from eleven years old up to eighteen.

Explaining these courses, he says, “The first course is young CEO, it’s dynamic because it’s so simple, yet so profound.” He continues, “The students have to think of the name of their company, register their company, create a logo which then gets uploaded to the site. They have to also define their target audience and their type of business. Is it a hobby related business? Because many people mistake creating a business out of their hobby, but it might not be the right model for them. So, this course teaches these young minds the real purpose of starting a business, which should be to solve problems in our day-to-day lives.”

Jatin then explained the stock market for beginners, “Our trainer gives all the students a dummy account for stocks. Each student gets \$1 million in the web currency where they can invest in companies like Apple and Microsoft, and Tesla. But they have to first give the trainer an explanation as to why they’re thinking of investing in Apple, not just because Apple is a big company; they have to study the company and observe certain parameters before actually investing.”

They are looking at implementing other courses in the future but want to ensure that they vet every trainer. Jatin adds that while other platforms allow anyone to add their course to the site after agreeing on a payment system, he has a different vision for Skilltu. At Skilltu, they ensure that every course will provide substantial learning to every student enrolled. He says, “That’s why our courses will be limited because we need to make sure that these trainers will make a difference.”

In conclusion, his open message to everyone is that “Knowledge and learning should never stop. Always upgrade your skills by learning new things. And once you have that in mind, understand that there may still be life skills you have missed out on and work towards upgrading yourself. Whether with Skilltu, another platform or a coach or a book, work towards enhancing your life skills that will equip you to succeed in life.”

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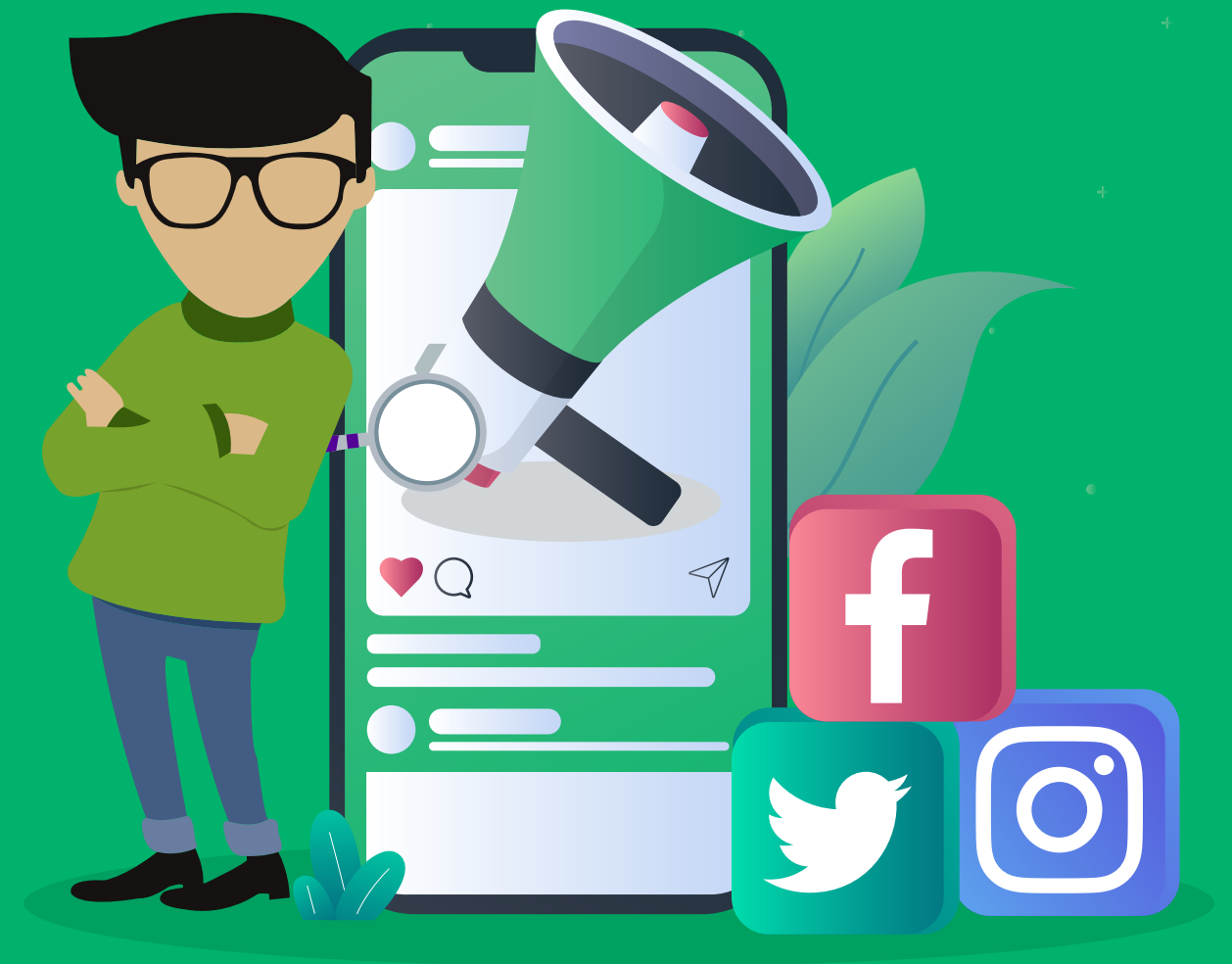
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The Rise Of The Digital Futurist

Thomas Koulopoulos is the Chairman and Founder of Delphi Group, a 30-year-old Boston-based think tank named one of the fastest-growing private companies by Inc. Magazine. He is also the founding Partner of Acroventure Ventures, which invests in early-stage

“In all of these cases, the thrill is in stretching beyond what is comfortable and typical into new areas where I am constantly learning and creating something new.”

technology startups. Koulopoulos is also the best-selling author of 13 books, an Inc.com columnist, the past Executive Director of the Babson College Center for Business Innovation, the past Director of the Perot Systems Innovation Lab (now Dell), and a professor at Boston University. His most recent books include Reimagining Healthcare, Revealing the Invisible, The Gen Z Effect, and Cloud Surfing. His upcoming book, Gigatrends, looks at the seven tech trends shaping the future of how we live, work, and play.

Written by Brianna Da Cruz

Thomas Koulopoulos was born stateside in the US but lived in Greece for the first five years of his life. While there, he was raised by his grandparents and extended family. He recalled, “Greek was my first language, and I also went to a year of high school in Greece. During that time, I lived through a military coup and martial law.”

Both of these experiences had a lasting impact on Koulopoulos; they instilled a strong sense of independence and sufficiency in him and embedded a deep appreciation for the importance of having respect and empathy for other cultures.

Due to his profound understanding of life at such a young age, after he completed his education, instead of choosing a profession, he chose a way to live his life and create value for others. He says, “This is a critical distinction that far too many people do not make. I chose to live my life in a way that allowed me to help others see possibilities. Whether it was raising my children, building a company, writing books, speaking, my inc column, mentoring, they were all ways to help others see and reach beyond their comfort zone and perceived limitations.”

In his quest to do things differently and disrupt the status quo, he started a company, Delphi Group, along with Carl Frappaolo in his 20s in 1989. The organization focused on using leading-edge technologies and increasing innovation and value creation. This has been Delphi Group’s mission for over 30 years. The Boston-based think tank and advisory firm built itself into one of the leading companies in the industry with nearly 20,000 clients and offices in six countries.

Over the past few years, Delphi has

worked with more than 80,000 professionals in the private and public sectors. From some of the world’s largest Fortune 500 companies and Federal Government agencies to mid-market companies and state and local government to nonprofits and NGOs, their insights and services cut across all industries and disciplines.

Every entrepreneurial journey is littered with stories and anecdotes, and Koulopoulos has had his fair share of them over the 30 years leading Delphi Group. He says, “One that is most memorable was when we made the Inc. 500 list of America’s fastest-growing private companies. I had set that as a goal for the company when my partner and I worked out of my second bedroom.”

Talking about his career trajectory, he says, “Throughout my career I’ve worked with some of the largest Fortune 500, government agencies as well as hundreds of startups. Lately, much of my time has been spent with upcoming companies that are either building new markets or taking on established markets with radical new approaches.”

For instance, Koulopoulos advised and is a shareholder in a local Boston-based pre-IPO unicorn, Wasabi, which has taken on Amazon, Google, and Microsoft with a radical new way to store data. Another local company he is working with is Ampliforce, which is creating digital workers, an entirely new category of AI. He says, “This will have an unimaginable impact on the future of white-collar work. Working with companies like this is exhilarating!”

However, despite his long-standing devotion to being a consultant, he adds that he is still very much an entrepreneur.

Koulopoulos has started two new companies at the outset of the pandemic. One of these companies is a high end direct to consumer company, PlexiCam, which has a patented product and is already a multi-million dollar business. He says, “In all of these cases, the thrill is in stretching beyond what is comfortable and typical into new areas where I am constantly learning and creating something new.”

Talking about the impact he created through all his companies, he says, “I have had five companies to date. Each has had different tactical impacts on clients, however in all cases, I’d like to think that what we did was to take relatively complex and somewhat obtuse ideas, which were surrounded by a priesthood of unintelligible pundits, trends, and technologies and helped clients understand these and apply them in ways that created tangible value.”

His unparalleled insights have received wide praise from luminaries such as the late Peter Drucker, the father of modern management; Dee Hock, founder of Visa International; and Tom Peters, who called his writing, ‘a brilliant vision of where we must take our enterprises to survive and thrive.’ While Koulopoulos’ mentor, Peter Drucker, said his writing “makes you question not only the way you run your business but the way you run yourself.”

In conclusion, his advice for budding leaders is, “Be authentic. Choose the way you want to live your life and build a career around that. List the top three things you want to have achieved in this life and every day ask yourself what you did to get one inch closer to each of them.”

The One Tool To Transform Your Marketing Strategies From Average To Outstanding

Sherlyn Gomes



With brands innovating at lightning speed to provide the best services to their customers, Augmented Reality (AR) has emerged as a victorious underdog. As The Drum reports, AR can capture people's attention for over 85 seconds, improve click-through rates to purchase by 33 per cent and increase interaction rates by 20 per cent. It is certainly not a tool any marketer would want to overlook.

So what is Augmented Reality (AR)?

AR lets customers view the real-life environment in front of them—a sunny day in the park, cars moving on the road, dogs playing catch—with a digital augmentation overlaid. For example, a Pterosaur can be seen flying over the park, the cars could be driving into a space portal, and the dogs could be seen playing catch with aliens.

The most notable example of AR technology is the mobile app Pokemon Go, released in 2016, which quickly became an inescapable sensation. Players had to locate and capture Pokemon characters that popped up in the real world in the game—on the sidewalk, in school, or even in their bedroom.

So how do you leverage this upcoming technology in your marketing efforts? Here are a few tips that could help.

1. Immersive Shopping Experiences

Timberland created a virtual fitting room in Mokotow Gallery to provide their users with ease of shopping. Using Kinect motion-sensing technology, its virtual fitting room allowed shoppers to see an image of their face on a similarly-sized model in different outfits.

It was a great success and solved a customer pain point of trying multiple outfits before selecting the ones they liked. However, before diving into AR, it is imperative to brainstorm unique ways to help your customers and market your brand effectively. While trying outfits might not be the titanic of problems, Timberland stood out as a helpful brand by offering customers a fun and valuable alternative.

2. Experiential Marketing

To market the second season of Stranger Things, Netflix teamed up with Snapchat to launch a 3D world lens. In this experience, users wandered through a portal into the living room of Joyce Byers. While there, users could tap different elements to find surprises, and if they paid close attention, they could even find their way to the Upside Down!

This was a great way to advertise content, as Snapchat enables the creation of AR that can be relevant to specific events. The campaign created a wave of hysterics, with numerous fans posting about their incredible experience.

3. Adoption Of Hybridized Experience

For Super Bowl LII, StubHub introduced an innovative AR feature on their mobile app that allowed customers to see a virtual 3D model of the U.S. Bank

Stadium and nearby parking garages and concession stands. This enabled potential buyers to visualize their whole experience before purchasing and minimized the risk of paying for a subpar seat. StubHub's reliance on AR solved a common customer problem - as StubHub CTO Matt Swann pointed out, it helped hesitant customers buy tickets after comparing multiple seats.

They garnered a massive response from the football community, who enjoyed their experience with StubHub, from booking the tickets to watching the game and helped the organization tackle their pain points.

4. Educate Customers

In 2018, WWF created the WWF Free Rivers AR app that allowed customers to immerse in breath-taking landscapes, learn about the environment and explore an entire world of flora-fauna, different cultures and rivers. As the app displays the scene, users can move around, zoom in on objects and tap different elements to get informative snippets. As customers continue through the app, they are transported into other incredible habitats such as the Amazon Rainforests and the Sahara Desert.

This AR experience is an engaging way to promote WWF and their mission and vision. In addition, it is also changing the conventional learning process, making classes more interactive and information more unambiguous.

In Conclusion:

As Tim Cook, CEO of Apple, said, "Simply put, we believe augmented reality is going to change the way we use technology forever." And this new era of technology will significantly revolutionize the marketing industry.



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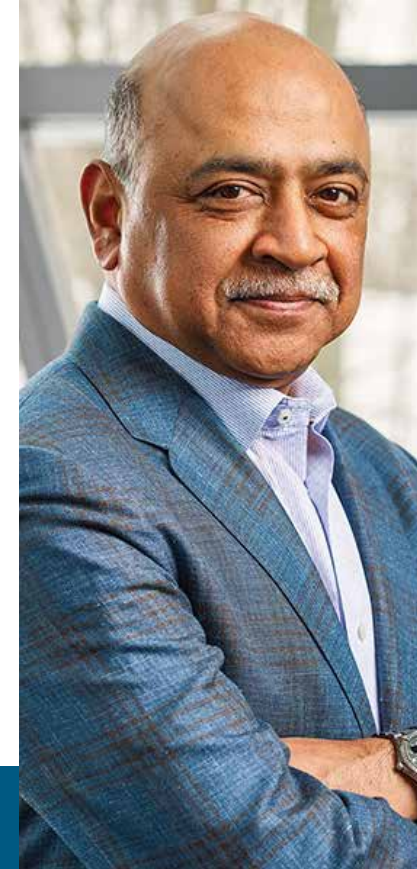
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The Rise Of Indian Tech CEOs In The US

Written by Sherlyn Gomes



The face of the global tech industry is rapidly changing as companies are moving to adopt diversity, equity and inclusion, thereby giving anyone with the desired talent, skill and experience the opportunity to lead the biggest tech companies in the world. At the helm of this uprising are the Indian tech CEOs who have relentlessly worked their way from the ground up to disrupt the industry.

According to a report by Gulf Today, 30% of the Fortune 500 Companies have Indians as their CEOs, which is continuing to display an upward trend. One-third of all the engineers present in Silicon Valley today are from India, and 10% of the entire world's high tech company CEOs are of Indian origin. Some names of inspiring tech CEOs that immediately spring up are Sundar Pichai of Google and Satya Nadella of Microsoft, who are leading this revolution. Parag Agarwal, CEO of Twitter, is the latest to join this elite club but definitely not the last.

However, with this substantial rise, the

question arises, why are only Indian CEOs being nominated for these positions when there are equally qualified Americans who would be up for the role? According to Vivek Wadhwa, another Indian-born tech industry legend, India is particularly good at producing CEO talent due to the resilience, diversity, and humility of Indian candidates.

Due to these three components, Indians are adept at dealing with one of the biggest problems faced by the tech industry: toxic work culture. While many leading tech companies have struggled with this predicament, Indian CEOs have found the perfect solution: promoting an inclusive environment where employees are valued for their work.

A similar situation conspired at Microsoft when Satya Nadella took over as CEO of Microsoft in February 2014. He was called in to reign over a company known for its toxic culture. Due to this, the company lost the battle for smartphones and became known as the dinosaur of the tech industry. However, with Nadella at the helm, he led his employees to

embrace a growth mindset changing it from a 'know it all to a 'learn it all.' He moved the culture from a place where employees felt the need to singularly be the source of all knowledge to a culture of collaboration that leveraged diverse knowledge to develop unique solutions.

This other significant shift was the evolution of Microsoft's celebrated performance system, which highlighted collaboration and encouraged supporting the success of others—a departure from the forced ranking stack ranking one.

As a result of these cultural shifts and the adoption of new strategies, Microsoft's market capitalization increased from roughly \$300 billion at Nadella's ascension to \$2.5 trillion today, making it one of the two most valuable companies globally.

Sundar Pichai of Alphabet also faced a similar dilemma and inherited a company with grave cultural problems. It is ironic, especially since Google is now hailed for their best practices and promotion of inclusion and diversity. So what changed?

When Sundar Pichai took over Google as the CEO, it was known for a highly liberal workplace culture, where sexual relationships between top executives and employees generated internal tensions. However, with his humility and gentle demeanor, Pichai navigated the company with a 180 shift to an excellent work culture celebrated globally. In addition, Pichai was also the brain behind Google's famous search toolbar. The toolbar led to a massive increase in user searches for the organization and was later merged with Google Chrome. Chrome then became the most-used web browser in the world under Pichai. His humble demeanor along with his impeccable decision making has led to him to rise to the top in record time.

He attained extraordinary success—as did Indian tech CEOs such as Shantanu Narayan of Adobe and Jayshree Ullal of Arista Networks. Some other prominent Indian Leaders in the Tech Industry are Arvind Krishna of IBM, Anjali Sud of Vimeo, and Aneel Bhusri of Workday, amongst others. One of the most

influential Indian-origin businesspeople in the United States is in financial services. The President and CEO of Mastercard, Ajaypal Singh Banga. A Sikh born in Pune, Maharashtra, he is also Chairman of the U.S.-India Business Council. Another star in this sector is Ajit Jain, the Vice-Chairman of insurance operations for Warren Buffett's Berkshire Hathaway.

R. Gopalkrishnan, the co-author of The Made in India Manager, attributed this rise in Indian CEOs to the rearing and grooming of the Indian manager, which sort of creates a pipeline of potential leaders. He says, "From birth certificates to death certificates, from school admissions to getting jobs, from infrastructural inadequacies to insufficient capacities," growing up in India equips Indians to be 'natural managers.' As Indians are taught to navigate the challenging competitive labyrinth of bureaucracy, they learn to be problem solvers and solution-centric, which puts them in good stead as they become CEOs.

According to Vinod Khosla, Co-Founder of Solar Microsystems, India's diverse society, with its many customs and languages, "Offers them [Indian-born managers] the flexibility to navigate challenging conditions, especially scaling organizations." He added, "This, along with a 'hard-work' culture, correctly sets them up."

In addition, the concentration on math and science in Indian education has resulted in a robust software industry, which trains graduates in the necessary skills, which are then reinforced in top engineering or management schools in the United States. Parag Agarwal, CEO of Twitter, Arvind Krishna, CEO of IBM, and Nikesh Arora, CEO of Palo Alto Networks, are alumni of leading IIT institutes of India that have helped set them up for success.

Elon Musk, Founder of Tesla, SpaceX, Neuralink and The Boring Company, has also hailed the rise of Indian CEOs, saying – "The USA has benefited greatly from Indian talent - they are chosen as CEOs for the value they bring to the table."

The Digital Transformation Expert Driving For An Intelligent World

Ronald van Loon is the Founder & CEO of Intelligent World, a global tech event educational marketplace of global thought leaders, analysts & influencers, and an Advisory Board Member & Course Advisor for leading professional certification training company Simplilearn. He helps and coaches companies to implement successful data and analytics strategies to meet and exceed their goals in this digital age. He is an influencer and frequent public speaker for significant AI, Big Data, IoT, and Data Science events. Ronald is a globally recognized thought leader in the industry and has been globally ranked by Analytica, Refernitiv,



“I find companies that successfully manage and implement a transition from traditional to fully data-driven to be incredibly inspiring. They’re helping set an example for other companies who aspire to begin taking steps to be digitally driven, which is becoming a necessity to survive in the ever-changing landscape of business.”

GlobalData research & Verdict Media and many others. He has been ranked #1 Influencer in AI, Big Data & Analytics, and Automation, #2 Influencer in Cloud, Internet of Things, AI & Digital Transformation, #3 Influencer in Infrastructure, #5 Influencer in 5G in Telecommunications, #7 B2B & Data Science and #8 Digital Transformation.

Written by Brianna Da Cruz

Growing up, Ronald van Loon was greatly inspired by his father, who was a technology enthusiast. He recalled fondly, “My father was obsessed with automating everything. He controlled an entire factory from his computer screen in the 80s when such technology was unheard of, yet he kept striving to find solutions and automate mundane tasks.”

Watching his father, deeply embedded in young Ronald, a zest to automate the world around him. His father also taught him the critical value of never giving up, especially when faced with a nerve-racking dilemma. Instead, he told him to keep learning and persevering to adapt to the new situation, which has served Ronald well in leading and advising some of the top companies in the world.

Following his father’s advice, as a young boy, Ronald tried experimenting with different learning methods to find a more effective way to achieve his goals and started sharing his learnings on social media. Unbeknownst that this would eventually lead him to become one of the biggest influencers in AI, Big Data and Analytics globally in the future.

With his innate ability to lead and find solutions, he decided to pursue a business degree at Nyenrode Business University and completed his Masters in 1994. However, Ronald did not begin his career in technology, instead he began his career working as an Export Sales Manager. At the peak of his career in sales, he was the VP of Sales and Marketing at O2MC 1/O - Prescriptive Web Computing. However, on the side, he continued sharing his insights about technology and the latest advancements in the sector, thereby growing his community online. His valuable insights about the industry soon started gaining momentum, and Ronald found this process of sharing his knowledge online thoroughly rewarding.

But the turning point in his career that

pushed him to shift to the technology industry, he says, was in 2016, when he observed how Intel Chief Data Science provided detailed research about the impact and capabilities of AI. He was intrigued and knew he had to move to the Technology industry to solve industry pain points using AI. He adds, “I did not choose what I am doing; rather, I was called to it.”

From there, there was no looking back. Since January 2017, Ronald has worked with more than 70+ respected global tech companies, PR agencies, publishers and event organizations. He has created 400+ webinars, podcasts, videos, articles and other relevant content assets per year. All these learnings accumulated over the years eventually led him to set up his own company, Intelligent World.

Talking about the inception of Intelligent World, he says, “My continuous pursuit of advancing education and thought leadership in big data, IoT, AI, machine learning, 5G, deep learning, predictive analytics, cloud, edge and data science has evolved into me becoming one of the Top 10 Global Influencers and Thought-Leaders. I’ve taken all this knowledge, experience and connections I have acquired and developed a platform called Intelligent World. The organization is a thought leader, analyst and influencer network that connects businesses, experts and influencers to new audiences and empowers them to collaborate, create and share exciting new content.”

He continued, “Here, tech, AI, data and analytics enthusiasts can receive in-depth education from the brightest minds worldwide and even access opportunities for free coaching courses.”

However, Ronald’s interests are not restricted to just Data Science; he adds, “I’m also deeply inspired by the film industry and the visual forms of communication it depends on to create experiences for people. Experience is so important today, which leads me

to another topic that influences me: the Customer Experience. Creating a responsive, quick, and personalized experience for customers is vital to the survival of businesses and enables consumers to get what they want and need most.”

He continues, “Deep Learning, and all of its capabilities, is another source of influence. Its video analytics and voice recognition applications drive digital technology trends and allow businesses to handle massive quantities of streaming data better.”

As a digital transformation expert, he adds, “I find companies that successfully manage and implement a transition from traditional to fully data-driven to be incredibly inspiring. They’re helping set an example for other companies who aspire to begin taking steps to be digitally driven, which is becoming a necessity to survive in the ever-changing landscape of business.”

In his attempt to help companies with digital adoption, Ronald has worked with numerous clients, including AWS Amazon Web Services, Microsoft, Intel, IBM, NVIDIA, Cisco, SAP, HPE, Oracle, Huawei, Ericsson, Bosch, Lenovo, Comcast, RELX Group (LexisNexis, Reed Exhibitions, Elsevier), Tata Communications, EY, Tech Mahindra, KPMG, Atos, Mahindra Comviva, Simplilearn, Clairvoyant, Nasscom, amongst others.

With his multiple successes guiding these companies and his incredible prowess in the industry, Ronald has been awarded multiple awards. Including the India Australia Business Community Alliance Award, The Business Leader of the Year Award, Top 10 AI Influencers for 2021 and 2022 and Top 20 Thought Leader to follow in 2022 by Engati, to name a few.

In conclusion, his advice to all budding leaders is, “Always have space to be flexible.” Rigid plans are the highways to failure.

Revolutionizing EdTech With Machine Learning and Artificial Intelligence

Alexis Miller

While digital is taking the world by storm, it has also enforced easier mediums to make quality learning accessible to anyone across the planet. While before, if you wanted to learn a course at Harvard University, you would have to visit the campus; now, it is readily available with the click of a button.

So what has made this change possible and effortless? Machine learning (ML) and Artificial Intelligence (AI) play a considerable role. While it may seem like a trending business word to force organizations to innovate with no real depth, it's quite the contrary. Companies that have already introduced ML and AI into their practice recognize them as practical tools that bring numerous significant business benefits.

So how have Machine Learning and Artificial Intelligence revolutionized the Ed-Tech sector?

1. Smart Learning Systems

The traditional teaching method involved books, whiteboards, and verbal conversations that lacked innovations. However, the implementation of machine learning and artificial intelligence in the EdTech sector has changed the game forever. With 'Smart Tutors' that use



effective tools, graphic representation and even videos and memes to explain serious, boring content. Another form of the smart tutor system is virtual tutors, who offer 24/7 assistance, such as the robots teaching the kids in Singapore. The robots can read stories, assist with simple math problems, and mainly help introverted kids evolve at a better rate.

Apps like Prodigy have also transformed learning into a fun fictional game. This app is free, curriculum-aligned and used by more than a million teachers, three million parents, and 50 million students worldwide. It borrows elements from role-playing games (RPGs) such as Pokemon and asks players to fight math duels against in-game characters. The game also uses adaptive learning and differentiated instruction principles to adjust the content, addressing each student's trouble spots and guiding them to learn better.

2. Higher ROI On E-Learning

Predictive Analysis helps track each user's progress and recommend personalized solutions that would help in their learning journey. This information provides an exact input to e-learning companies on producing the necessary content and utilizing their eLearning resources for the right customer. This benefit is essential for the corporate sector to cut costs and decrease resources.

While it also provides significant ROI to the end users, as Kim Majerus, Vice President of U.S. Public Sector Education, State, and Local Government at Amazon Web Services, says, "Educators are using machine learning to identify students that need support earlier and act to improve success and retention."

My Learning Hub uses this predictive Analysis based on machine learning for different corporate training programs and solutions. Each has a personal track of the student's progress and their current needs and requests to enable them to learn better

and more efficiently.

3. Crowdsourced Learning

Crowdsourced learning is when two or more learners come together to better comprehend a topic or subject by asking and answering common questions. This type of learning refers to learning content requested and developed by individuals rather than explicitly creating learning content as a content creator or course curator. Crowdsourcing also offers convenient access to a large base of diverse and innovative minds, thereby collecting various views and opinions on a given subject. Wikipedia is one of the most successful crowdsourced learning concepts followed by Quora that has also gained significant market share in recent years.

Another example is Brainly, an educational Q&A platform with a community of 200 million+ students and teachers. The platform has an integrated machine learning layer that acts as a moderator, filters spam, and checks the content's quality. In a few years, Brainly will be able to offer automated answers to specific questions. The concept would be similar to that of a search engine but on a smaller scale, as it would only cover concerns related to primary and secondary education.

In Conclusion:

The amalgamation of AI & ML has transformed the EdTech industry and changed the learning experience forever. Traditional approaches to managing educational operations have become redundant, and people are switching to automated platforms backed by next-gen technologies for better user experience and learning models. The EdTech revolution is here!

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Critical Lessons From Digital Transformation Failures

..... Alexis Miller

The pandemic has accelerated the digital transformation curve, with many companies rapidly moving digital. Yet, Bain & Co. research found that only 8% of global companies have successfully achieved their digital transformation goals.

Despite the dissatisfying statistics, more than half of the IT leaders polled by Workspace solutions provider Citrix agreed that they learned from previous experiences and now understand how to use that knowledge for future projects.

So what did these companies do wrong that led to these adverse outcomes? How can they avoid making the same mistakes done by other organizations previously?

Here are 4 case studies that pinpoint the three most common mistakes.

1. Not Integrating It Into The Company Entirely

Haribo, the gummy bear manufacturer, tried implementing SAP in 2018 to enhance its user experience. The company spent millions of dollars in implementation and eventually succeeded but with a few bugs integrating it into their supply chain. Soon after their digital transformation was complete, Haribo ran into terrible supply chain problems; they couldn't track their inventory or raw materials and couldn't get the inventory to their stores in time. Subsequently, their sales dropped roughly 25% shortly after the transformation, and gummy bears were largely unavailable for a while in 2018.



Lesson: Always integrate digital transformation efforts with the rest of the company and track progress at every stage. Digital transformation is about making the company more tech-friendly. However, the work does not end after implementing new technologies. These new technologies should then be followed by business processes that support them and employees trained to utilize them successfully.

2. No Clear Roadmap And Implementation

Hewlett Packard spent \$160 million on an ERP project. However, they failed to establish it since they did not have a clear roadmap and could not implement it correctly at every stage. The damages caused to the company due to the failed implementation were nearly five times the initial amount they spent. At that time, the company's CIO said, "We had a series of small problems, none of which, individually, would have been too much to handle." However, combining these minor problems brewed a catastrophic storm resulting in massive financial losses for the company.

Lesson: Having a well-defined roadmap is crucial while setting up your company's digital transformation. Research indicates that 87% of businesses believe that digital technologies will disrupt their industries, yet only 44% feel adequately prepared for those projected disruptions. Assess where your company stands and draw a roadmap based on the needs of employees

and upskilling required to make the transformation a success.

3. Lack Of Commitment

To stay ahead of the curve, the BBC launched its Digital Media Initiative (DMI) in 2008, an ambitious project set to modernize production operations and change how the BBC managed data and provided content to audiences while reducing costs. German technology conglomerate Siemens was their technology partner on the DMI project without running an open procurement process. They soon lost the contract in 2009 after numerous delays and rising costs. BBC then brought DMI in-house, but problems persisted as the corporation did not have the required technical capability to deliver the challenging programme.

Consultancy firm PwC reviewed the project and found a lack of oversight as no Executive steering board was keeping DMI on track, alongside incompetence of the overall governance structure to effectively manage the project's complexity. The report also noted that while technological advancement was prioritized, improving business practices and operations didn't receive the same focus.

Lesson: Commitment is necessary for an organization to learn how to do anything new. Leadership must align and understand that the transition will hurt. It would help if you let your team know that it will be challenging, but the company will endure and succeed. Nurturing a good company culture also plays a significant role in adapting new processes.

In Conclusion:

As Amit Zavery, VP and Head of Platform, Google Cloud, said, "Think of digital transformation less as a technology project to be finished than as a state of perpetual agility, always ready to evolve for whatever customers want next, and you'll be pointed down the right path."



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“Making Money out of Data is my attempt to showcase the power of analytics through real stories and clearly defined analytics.”

With an experience of over 26 years of working with Corporates, Software Vendors and Consulting companies to deliver over Five Billion Dollars through advanced analytics/machine learning, Shailendra Kumar has established and led several data science businesses to generate revenue and drive incremental growth by creating multiple Artificial Intelligence solutions across various sectors, including High Tech, Financial Services, Retail and Public Sector. Shailendra is a keynote speaker, thought leader, and influencer in the Artificial Intelligence sector, with over 120K followers on social media and many papers on advanced analytics, machine learning, IoT, AI, and Blockchain. He recently published an Amazon bestseller, ‘Making Money out of Data,’ which showcases five business stories from various industries on how successful companies make millions of dollars in incremental value using analytics. Prior to SAP, Shailendra held senior executive-level positions at IBM, Accenture, Woolworths and Coles.

Written by Alexis Miller

Shailendra Kumar was raised in a tight-knit family in the largest democracy in the world, India. His father instilled a culture of hard work in him and his siblings growing up. He adds, “This was indeed a game-changer for us.” A value he still relies on to help him succeed in his multiple endeavors.

With his parents emphasizing the importance of quality education, Shailendra studied in one of the best schools in India. He says, “But I performed poorly in the Higher Secondary School, due to which, I had to put double the effort to make a mark in the industry. To me, it was all about Hard Work, Determination and Dedication. The HDD of my life.”

Once Shailendra finished college, he wanted to work in an innovative field that showed tremendous potential for the future. He says, “I tried to find an industry which would give me an edge and ability to drive successful changes.” This was the cornerstone for him to reach the ranks of one of the top Business Leaders in AI in the future.

Following his vision, he started his career as a software engineer. Talking about his career trajectory, he adds, “An essential aspect of Data Science is creativity to understand what to do

with data and how to solve a particular business problem. That comes with experience to understand the art of possibility.” He continued, “I will have to thank my first boss, who hired me to set up the SAS Institute in India and gave me the freedom to push the boundaries. It helped develop a unique skill in me to ideate, architect and deliver outcomes to drive value.”

Apart from that, his roles at client organizations like Woolworths and Coles helped Shailendra become creative enough to design solutions to real business problems to deliver outcomes quickly. Gradually, through his hard work and persistence, he held various C-Suite roles and drove significant digital transformation in all the companies he worked for along the way.

Talking about his experience in the industry, he says, “I have been delivering data science projects for the past 23 years and consulting companies which has helped me create a skillset which is unique to deliver incremental value to the organizations in various industries.”

Over the years, he has worked with an impressive roster of clients, including Woolworths, Telstra, Accenture, Coles, Optus and many more. With

his innovative strategies and creative ability to make money out of data, Shailendra has impacted \$6 billion for all his clients and customers.

As an expert in data, he recently authored a best-selling book, ‘Making Money Out Of Data,’ which explains why it shouldn’t be considered an IT function and made a necessity for companies across various industries. The book is an insightful journey to the undiscovered corners of data and analytics, unlocking mysteries that people are incensed with through real examples from different sectors like Insurance, Retail, Telecommunications and CPG. Talking about his book, he adds, “Making Money out of Data is my attempt to showcase the power of analytics through real stories and clearly defined analytics.”

Due to his multiple achievements in the industry, he has won numerous awards, including the India Australia Business Community Alliance Award, Business Leader of the Year, and Top 10 AI Influencer for 2021, and 2022, Top 20 Thought Leader to follow in 2022, among others.

In conclusion, his advice to budding leaders is, “Follow your heart and focus on execution.”

Innovating To Provide Quality Education For All At No Cost

About European Business University (EBU)

The European Business University (EBU) is a non-profit accredited online and on-campus business school based in the Château Wiltz/Luxembourg campus. EBU is committed to fulfilling the University's primary educational mission of sustaining a tradition of academic excellence and ensuring a world-class education that is **Affordable, Accessible and Equitable**. EBU offers both tuition-free Degree and Certificate Programs for students from Africa, Asia, and Latin America.

Written by Sherlyn Gomes

Giving us a brief insight about the University, Dr James Mulli, President and Academic Dean at EBU says, "Here at the EBU, our goal is simple. To challenge and nurture student perceptions through entrepreneurship and the values that shape it. We want students to explore the notion of business entrepreneurship through the empowering features of technology as an enabler." He continued, "EBU has created accessible live online education that is an educational pathway to help students navigate their challenges. The academic tools for educational innovation that EBU applies provide a deeper understanding of the world, local and global economic environment and an opportunity to diversify their skill-sets to be prepared for their future. EBU believes that educational innovation is the best way to respond to these global challenges. We seek to be at the crest of the change in how education can be reimagined."

*Dr James Mulli
President & Academic Dean at EBU*



With this mission in mind, EBU launched the Impact Certificate program to help people in Asia, South America, and Africa. The program aims to inspire, engage, and encourage young people, especially women, to gain confidence by providing access to high-quality education for a low commitment fee of 20 Euros.

The Degree Impact Programs offer a Bachelor of Business Administration, Master of Business Administration, and a Master of Science in Data Science and Artificial Intelligence. The Non-Impact Programs include a Doctor of Business Administration (DBA) and a Master of Science in Finance. In addition, they also have EBU Business courses for the Certificate Impact Certificate Program, with new ones added each term.

Upon completion of the program, students receive a bonafide certificate that gives them a broader perspective

of entrepreneurial value creation and answers to global issues ranging from Business Ethics to Gender Inequality.

The Scholarship Courses enable students to improve their CVs for job applications, become paid scholarship ambassadors, enter into paid internships with EBU, where they learn transferable skills from a prestigious global institution, and connect with people from all over the world through live classes with their professors and classmates every week.

Talking about the program, Dr Mulli says, "Technology serves as a disrupter in the more developed countries, but an enabler in developing nations. We created a business model with access to quality education at no cost. And hope more universities will adapt and bring forward the reality of meeting the UN Sustainable Development Goals (SDGs) centered on education."

Explaining this, he says, "By 2100, more than half of the world's population growth is expected to come from Africa, reaching 4.1 billion people by 2100 to claim over 1/3 of the world's population. Another essential demographic is that the median age in Africa will be 25.4 years in 2050, making it the youngest continent." He continued, "Let's now consider this demographic phenomenon: Of the nearly 128 million school-aged children in the continent, 17 million will never attend school, and according to data from the Brookings Institution, another 37 million in school also face learning deficits that they aren't much better than those who never attend school."

Dr Mulli adds, "The result is that just 6% of students in Sub-Saharan Africa will enroll in some form of tertiary education, compared to a student in an OECD country who has an 80% chance. The Mission at EBU is to fill this deficit by educating the 54 Million. We cannot do it alone and hope that the existing multitude of institutions and governments adopt our model."

With this initiative, EBU has already impacted 8,000+ students in over 85 countries and is working actively with 56 global partner organizations, including Ariel Foundation International, the Kenyan Office of the President, the Kenyan Ministry of Industrialization, Girl Effect, and Rotary International, among others. EBU also works with over 150 active student ambassadors and hopes to grow this initiative to reach out to every student in these continents.

Talking about the success stories, Dr Mulli says, "We have an incredible number of heartfelt testimonials from students who have been offered jobs; from sex workers who have thanked us for simply recognizing them with the offer of hope to slum children who have been offered jobs and an opportunity to turn their lives around."

With their vision to provide a world-class education that is Affordable, Accessible and Equitable, EBU is leading the charge toward an empowered workforce of the future.

For more information about the courses, visit <https://ebu.lu/>.

Combating Poverty With The Use Of Transformational Technology

Kyle Goldberg

According to WHO, 1 in 3 people globally do not have access to safe drinking water. Simple technologies like Life Sack, which help purify water, can significantly impact the developing world. Technological inventions like these that are helpful, reliable, and, most importantly, cheap offerings can cater to these communities to catalyze markets and improve economies, ultimately changing lives and transforming regions. It all comes down to this single question: Which technologies can have a similar impact?

According to the World Bank, information and communication technologies (ICTs) can be a force multiplier in ending extreme poverty. Many NGOs and Social Entrepreneurs are working to aid these poverty-struck regions and empower families. Here are four ways technology is currently helping alleviate poverty.

1. Financial Planning

According to the World Bank, about 9.2% of the world lives in extreme poverty on less than \$1.90 a day. To overcome this, Poverty Stoplight is a tool that helps



families start planning financially for their future. The tool uses a technology platform to offer a self-assessment survey and intervention model that enables people to develop practical solutions to their specific needs.

By taking the survey, a family assesses their poverty level in 50 specific indicators, and the results are visualized in a dashboard for the family to use. A family may have an income gap or health problems that they would like to tackle. Each family is then allowed to take ownership of their situation and make a family plan based on their priorities and practical solutions available.

Based on this plan, the organization then shares these patterns with existing service providers in the community – NGOs and others willing to help. They can then lend support to these families to achieve their goals and successfully come out of poverty.

2. Access To Education

According to UNESCO, globally, out of 787 million children of primary school age, 8% do not go to school; that's 58.4 million children. To help bridge this gap, The MGCubed Project uses solar-powered and satellite-enabled distance learning infrastructure to deliver interactive learning sessions to students at par with global education. This initiative also helps educate teachers and communities to earn a living wage.

The MGCubed Project has impacted over 36,000 pupils in the past three years and aims at increasing its reach to over 18,000 primaries, Junior High school and out of school girls in the next four years.

3. Sewage-Free Sanitation Systems

According to WHO, almost 4.2 billion people do not have safely managed sanitation services, and 3 billion lack

basic hand washing facilities. Without these systems in place, human waste is improperly disposed of in nearby water bodies, which leads to health problems in the local population. The consequences are staggering; WHO estimates that 525,000 children under the age of five die each year from diarrheal illnesses linked to poor sanitation.

Solar Powered Urine Diversion (SPUD) Toilets were introduced in India to combat this. It comes attached with a solar-powered fan which dries the human waste and excreta instead of flushing it out the conventional way. The fan runs continuously for 24 hours to dry the faeces completely. Once the excreta is dried, it will be put into a bucket, where it will eventually become manure and can be used in farming.

4. Access To Healthcare

According to WHO and the World Bank, half the world lacks access to essential health services. To combat this, Dr Mapham created Vula, a mobile app. This app streamlines the diagnostic process by connecting primary health care workers who live in more rural areas with specialists who can quickly diagnose problems like cataracts.

All the primary healthcare worker needs is a phone with a camera—by snapping a couple of pictures of the patient, the specialist can diagnose the problem and give advice on treatment options. Vula has expanded its diagnostic capabilities to cardiology, orthopedics, HIV, and dermatology and intends to treat all diseases soon.

Conclusively, as Narendra Modi, Prime Minister of India, said, "Technology transforms people's lives. From mitigating poverty to simplifying processes, Technology is omnipresent. It has become the single-most-important instrument of human progress

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Creating Value From Data And Statistics

Katharina Schüller is a scholarship holder of the Bavarian EliteAcademy and the Lindau Nobel Laureate Meetings. She is the Founder of STAT-UP Statistical Consulting & Data Science GmbH. She has worked with Nobel Prize winner Kary Mullis, amongst others and advises renowned companies, scientific institutions and the public sector. Schüller conducts research on data literacy, data ethics and data culture. As a Board Member of the German Statistical Society, she is responsible for 'Statistical Literacy'. She is a member of various advisory boards in business and politics and chairs the supervisory board of the Institute for Scientific Continuing Education at the FernUniversität in Hagen.

Written by Sherlyn Gomes

“Good statistics have a lot in common with good communication.”

Katharina Schüller was born and raised in Germany but is of Hungarian descent. Her father is from Hungary and was raised in Chile. When he was a teenager, he came to Germany, started his own company, and worked from home, while her mother worked full-time while she was growing up. She says, “This showed me that you can question traditional role models and form your own path.” Talking about her mother, she says, “My mother was a teacher. When I was about twelve years old, she let me help correct her students’ schoolwork for the first time. She had confidence that I could do it, even though some of the students were in higher grades than I was.” Today, as a leader, this has given her confidence in the skills of her employees, regardless of what level they are in the hierarchy. She says, “An idea from an intern can be just as valuable as an idea from me.”

While growing up in her Hungarian family, she learned the value of helpfulness and loyalty. She says, “It was evident that you can help each other, even if you hardly know them because that’s what families do.” She still relies on this value in every network she gets involved in - and vice versa. Schüller adds, “I only get involved where I can contribute and truly make a difference.”

With this human connection as one of the fundamental driving forces in her life, she decided to study psychology. She says, “I struggled through the compulsory course in statistics - as probably many do. But out of ambition, I wanted to do

well, and suddenly after sitting with the subject, I understood how statistical thinking works. From then on it was clear to me that the discipline of statistics offers a universal tool to understand how our world works and how to learn from observation.”

However, the biggest challenge for Schüller at the time was having her first child at the age of 19. She recalled, “At the first moment, I had the feeling that my life was over. Nevertheless, I continued to study and went on to have three more adorable children that I cherish.”

As she continued to find the perfect work-life balance, Schüller decided that she could combine her passion for people with her passion for numbers and data. She says, “Good statistics have a lot in common with good communication: it’s important to distinguish what are the facts and what are the interpretations.”

Fusing these two passions, she founded STAT-UP in September 2003 in Munich. The company is a specialist provider for statistical consulting and data science. The privately held company operates from downtown Munich. Since 2010, the company has had an independent branch in Madrid.

However, she had her fair share of challenges as an entrepreneur. Raising three children alongside being an entrepreneur brought many challenges. She says, “Like little sleep, fighting prejudices every day and accepting that you can’t do everything perfectly.”



It also changed Schüller’s assessment of what’s essential in life, and it doesn’t matter what others think as long as you’re content. She adds, “I also learned that things often fall into place when you really want something and most of our limits are often self-imposed.”

But with her hard work and persistence, the company has grown into one of the best statistical consulting companies in the region. Their motto at STAT-UP is one for all, all for one. She says, “I learned the value of respect for other opinions from my mother. Discussions with her as a German and ethics teacher were never easy, but she taught me to look for good arguments and always question my opinions.” Today with these values, she has started a new discussion in the industry, uplifting and sharing her knowledge with others through her numerous publications, including ‘A Framework for Data Literacy’ and the ‘Data Literacy Charter,’ amongst others.

Talking about the impact of her organization, she says, “We create value from data by getting the best out of it. For us, this means that we strengthen our customers’ data competence beyond the immediate project result. We ask four questions: What do I want to do with data? What can I do with data? What am I allowed to do with data? and lastly, What should I do with data? This sharpens our customers’ awareness of why data is a valuable resource and how they can further utilize it to help their brands succeed.”

Due to their remarkable work, the company has an extensive roster of clients, including big brands like The Coca Cola Company/Coca Cola European Partners, Munich Re, Allianz, BMW, German Federal Ministry of Education and Research (BMBF) and the European Central Bank amongst others.

By Schüller’s impressive work and

acumen in the industry, she has received excellent recognition and was awarded the ‘Digital Female Leader Award’ in the Category IT & Tech in 2021, ‘La Monachia Business Award’ of the City of Munich in 2019, ‘Thought Leader (Vordenker) Award’ by Handelsblatt and Boston Consulting Group in 2019 and ‘Statistician of the Week’ by the American Statistical Association in 2013.

In conclusion, her advice for budding leaders is, “As the famous tennis player Martina Navratilova once said: It doesn’t matter how good you are when you’re good, but how good you are when you’re bad. In the end, it is not the few peaks on which you stand radiant that count, but the ascents you conquer or the dark valleys through which you walk. Try to do a good job every day, deliver reliable quality instead of occasional peak performance and poor performance on other days.” That will help you succeed and reach the peak of your career.

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Empowering Women In STEM

Andrea Šešum began her journey in the education industry 18 years ago and has since built several higher education schools in Canada and worldwide. Today, she works closely with companies, institutions, and governments to bridge the global skills gap by helping them deliver industry-relevant programs. Over the course of her career, Andrea has combined her passion for higher education, innovation, and

“Education was the key to my empowerment as a woman, immigrant and newcomer.”

diversity & inclusion. Now recognized as a global leader in these areas, she has achieved many milestones, including being named ‘Most Inspiring Women Entrepreneurs & Business Leaders’ by Canadian SME Magazine, ‘Top 25 Inspiring EdTech Female Founders’ by SuperCharger Ventures, ‘CSPN’s Leader in Diversity & Inclusion (2019)’, recipient of ‘City of Toronto’s Access, Equity & Human Rights Award’ (2015) and most recently being nominated for 2021 Canadian National Business Awards as the ‘Business Woman of the Year & Technopreneur of the Year’ and the recipient of the Canadian SME National Women of the Year Award 2021.

Written by Brianna Da Cruz

Andrea Šešum’s entrepreneurial journey has been deeply influenced by her childhood in former Yugoslavia, where she lived with her entrepreneurial parents. She adds, “I come from a long line of entrepreneurs. From watching my grandfather meticulously handcraft men’s ties to watching my mom after she took over and scaled the family business, I’ve had an opportunity to experience and catch an entrepreneurship bug early on.”

Her parents helped her hone these skills and instilled in her the values of integrity and loyalty that she still uses to date. She says, “These basic values have been essential in all the relationships I’ve built in personal life, especially in business.”

Unfortunately, her country soon went to war and Andrea’s life was changed forever. She says, “Experiencing civil unrest as a very young person has taught me the fragility of society and how education can be life-changing in the face of adversity.”

When she moved to Canada as a refugee, education was the key to her empowerment as a woman, immigrant and newcomer. She says, “It was also instrumental in helping me build a successful career in a profession that I love. Even today, I continue to engage in educational activities, whether through various professional development courses or taking on projects that will enhance my knowledge in areas and topics that I find interesting.”

Andrea continued, “Learning from traditionally structured school programs is great, but we also need to allow ourselves to engage in projects or undertake challenges in life that will enable us to learn in an unstructured

way and grow both personally and professionally. I personally believe that the more we learn, the further we go in life.”

With an aim to make this learning opportunity accessible to everyone, Andrea founded Smart Owl, an education-tech scale up. She works closely with companies, institutions, and governments to bridge the global skills gap by helping them deliver industry-relevant programs. The organization helps increase student tuition revenues with innovative partnership models. She says, “Some of the things our team is incredible at is curriculum design & development, accreditation process, online learning, branding, scaling, accessing foreign markets and more.”

However, Andrea has had her fair share of challenges while establishing her companies. Talking about it, she says, “I think that by choosing a life and career of entrepreneurship, there is a general non-written understanding that you’re up for a challenge. No one who knows anything about entrepreneurship freely decides to sign up for the amount of work, stress and sacrifices an entrepreneur makes in creating a successful business. And there will be many. I also think that how you navigate those challenges as they come determines if you succeed or decide to give up eventually.”

When Andrea first started her journey into entrepreneurship, there were only a handful of women in the education industry, and there were no women founders in the ed-tech sector. She recalled her ordeal, “As a woman entrepreneur, my ideas were shut down, and I was told multiple times that I would not make it. As though things were not already strenuous enough, there were no

fundraising opportunities, decks, pitching events and government grants. I had to bootstrap every company I ever founded. But giving up was not an option for me.”

To change this narrative and empower more women in the tech field, Andrea then co-founded HER Digital Academy in 2021. HER Digital Academy is a platform that seeks to unleash growth opportunities for women in STEM.

Her primary goal was to create more employment and funding opportunities for women, which she did not previously have when she started her entrepreneurship journey. HER Digital Academy creates these opportunities by teaching women digital and entrepreneurship skills.

She also works towards empowering women entrepreneurs through curated startup education which includes confidence-building and pitch readiness making it investable and having an opportunity to pitch their companies in front of global investors with an excellent chance to get funding. She says, “We train women through our global digital accelerator in entrepreneurship skills and connect them with the best investors for their sector.”

In conclusion, she says, “The best advice I could give to budding leaders is to not set limits to how far you can go and what you can do. Learn to train your brain to think big and even bigger, and most importantly, nurture relationships. Another great piece of advice I can give is always to be aware and observe how your business connections or partners treat their friends, family and employees. Because guess what? They will treat you precisely the same.”



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