ELEVANTEL MEA *Worldwide events*

22ⁿᵈ - 23ʳᵈ OCTOBER 2025
ISLAMABAD, PAKISTAN

DIGITAL SMART LEADERS
CONFERENCE

RETHINKING LEADERSHIP, DISRUPTING TOMORROW

EMPOWERING LEADERS TO DRIVE AI - POWERD DIGITAL TRANSFORMATION

For More Info:

www.elevantelmea.com
For More Info:

DIGITAL SMART LEADERS 2025

Pakistan's business landscape is undergoing rapid transformation — driven by AI, digital innovation, and evolving leadership paradigms. DIGITAL SMART LEADERS 2025 is a 2-day, future-focused AI Powered Digital Transformation conference designed for decision-makers and transformation champions seeking to lead with purpose, agility, and technology in this age of disruption.

The conference brings together global thought leaders, corporate visionaries, and AI transformation experts to share insights, tools, and real-world practices for building future-ready organizations.

This is more than just a traditional conference — it's a curated leadership experience, blending strategic talks, high-profile panels, and end-of-day hands-on workshops designed to empower attendees with actionable frameworks.

WHY NOW:

THE LEADERSHIP EVOLUTION: PAKISTAN IN THE AI ERA

Pakistan's rapid digital evolution is transforming industries-from finance to telecom, retail to healthcare, and manufacturing to e-commerce. AI and automation are no longer optional; they are the driving force of economic and corporate growth.

To thrive in this dynamic landscape, leaders must develop the right digital capabilities, AI-driven strategies, and agile transformation models to stay competitive. This masterclass is your gateway to becoming a future-ready leader, equipped with the right tools to lead in Pakistan's AI and technology-driven era.

WHY ATTEND: STRATEGIC BENEFITS

- Discover the latest AI leadership trends, innovation strategies, and organizational best practices
- Learn directly from global digital transformation experts and Pakistani corporate leaders
- Participate in interactive workshops that convert insights into actionable frameworks
- Network with top-tier executives, government stakeholders, and transformation partners
- Receive the DIGITAL SMART LEADERS 2025 Playbook (digital toolkit for AI-driven leadership)

WHO SHOULD ATTEND:

THIS FORUM IS IDEAL FOR:

- CEOs, CXOs, and Business Leaders
- C-suite Executives & Senior Leaders (CIOs, CFOs, CHROs)
- Digital, Innovation, and Strategy
- Public Sector Officials
- Tech & Telecom Executives
- L&D and Organizational Development Leaders
- Women in Leadership, Entrepreneurs, and Futurists

FROM INDUSTRIES INCLUDING:

- Financial Institutions & Fintech
- Banking, Microfinance & Telecommunications
- IT Services, Consulting & Digital Platforms
- FMCG, Retail & E-commerce
- Oil & Gas, Energy & Automotive
- Healthcare, Pharmaceuticals & Manufacturing
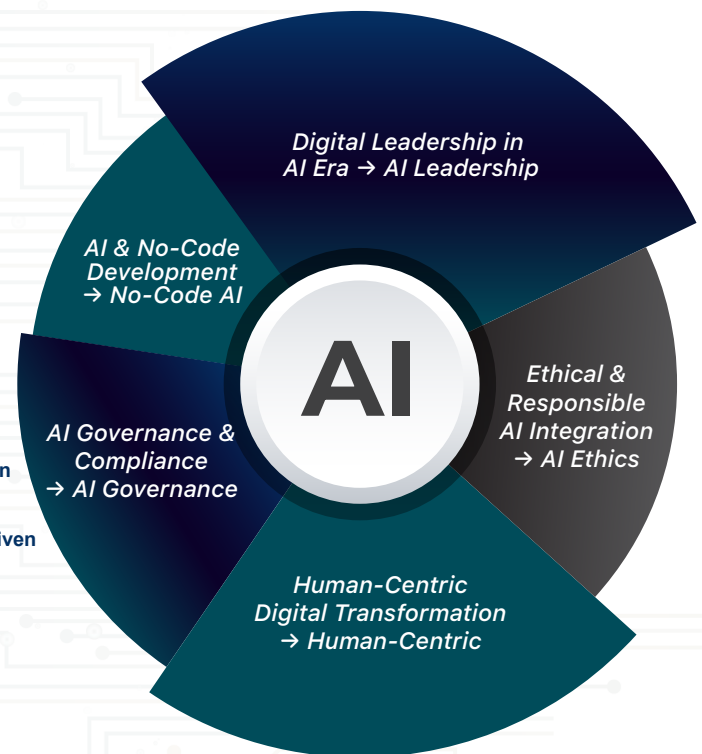- Public Sector, Startups & Emerging Tech Companies

ABOUT THE CONFERENCE

The Digital Smart Leaders: AI Strategy to Execution conference is a practical, hands-on leadership development event crafted exclusively for senior executives, CXOs, directors, and digital transformation leaders in Pakistan.

DSL 2025 is Pakistan's premier forum on AI-powered digital leadership. Over two days, it blends keynotes, forums, and immersive leadership labs, culminating in the CEO Playbook.

This is not just another theoretical AI seminar. Over the course of 2 intensive days, participants will:

- Design enterprise-wide AI strategy roadmaps
- Conduct AI readiness assessments
- Build governance frameworks & compliance checklists
- Develop real-world AI use cases
- Deploy no-code AI workflows
- And walk away with execution-ready deliverables

EMERGING TECHNOLOGIES COVERED

Digital Leadership in AI Era → AI Leadership

AI & No-Code Development → No-Code AI

Ethical & Responsible AI Integration → AI Ethics

AI Governance & Compliance → AI Governance

Human-Centric Digital Transformation → Human-Centric

AI

HANDS-ON TOOLKITS & DELIVERABLES

PARTICIPANTS WILL LEAVE WITH:

- AI Strategy Roadmap Template
- AI Readiness & Risk Assessment Toolkit
- Governance & Compliance Framework
- No-Code AI Workflow Prototype
- Executive Use Case Business Plan
- Policy & Infrastructure Mapping Blueprint
- Leadership Role Alignment Matrix

CHAIRPERSON OPENING INSIGHTS

Zarrar Khan
Federal Secretary -
Ministry of IT and Telecom - Pakistan

VISIONARY KEYNOTES

Warren Knight
Futurist | Award Winning Global Tech
Influencer on AI, Digital Leadership
& Digital Transformation

Fridtjof Rusten
CEO - Telenor Pakistan

Daniel Sto
Senior Expert Trainer & Founder

Qaiser Abbas
International Award-Winning
Leadership Coach & Bestselling Author

Jawad Gilani
Group Head HR & Communication
Packages Group

Ijlal Jafri
Group Chief Information Officer
Martin Dow - Pakistan

Faisal Anwar
Chief Information Officer
HBL

Sadaf Shaikh
Chief Information Officer
Shan Foods

Aamer Ejaz
President Digital Platforms

Shahzad Khan
Chief Business Officer
easypaisa Digital Bank

Kanwal Asghar
VP Digital Business
Mobilink Microfinance Bank

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EXECUTIVE FORUM (C-SUITE EXCHANGE)

SMART LEADERSHIP IN PAKISTAN – BUILDING THE DIGITAL ECONOMY

Join us for a dynamic panel discussion featuring visionary leaders from Pakistan's telecom, banking, government, and tech sectors as they share how they're shaping the future through digital transformation. As AI continues to redefine industries, this conversation will spotlight the bold strategies, smart decisions, and innovative leadership driving progress across the nation.

KEY DISCUSSION THEMES:

- The evolving role of AI and digital transformation in key sectors
- Navigating Pakistan's unique cultural, operational, and regulatory challenges
- Bridging global technology trends with local economic realities
- Real-world success stories of digital innovation and impactful leadership
- How forward-thinking leaders are transforming legacy systems from within

PANELISTS

Warren Knight
Futurist | Award Winning Global Tech Influencer on AI, Digital Leadership & Digital Transformation

Kanwal Asghar
VP Digital Business Mobilink Microfinance Bank

Shahzad Khan
Chief Business Officer easypaisa Digital Bank

Dr. Sonia Saleem
Founder/CEO- Socio Engineering Technologies Focal Person Prime Minister's Youth Program- Edtech CEC - P@SHA

MODERATOR

Areen Shahid
Consultant - Women Development Department

BOARDROOM DIALOGUE (EXECUTIVE FORUM)

THE FUTURE–READY CEO – LEADING TECH, TEAMS AND TRANSFORMATION

In an era defined by rapid change, emerging technologies, and constant disruption, CEOs are being called to lead differently. This panel explores how executive leadership is evolving—shifting from traditional command-and-control models to purpose-driven, adaptable, and human-centered approaches. Discover how the most forward-thinking leaders are embracing innovation, fostering resilience, and preparing their organizations—and themselves—for a future that's already here.

KEY DISCUSSION THEMES:

- What does it truly mean to be a "future-ready" leader in the AI era?
- Rethinking disruption: how top executives can lead with vision, not fear
- Building leadership teams that are agile, inclusive, and digitally fluent
- The personal evolution of leaders in times of transformation
- Future-proofing talent, culture, and strategy for 2030 and beyond

PANELISTS

Daniel Sto
Senior Expert Trainer & Founder

Qaiser Abbas
International Award-Winning Leadership Coach & Bestselling Author

Ijlal Jafri
Group Chief Information Officer Martin Dow - Pakistan

Rehan Akhtar
Founder & CEO Digital Miles - Pakistan

MODERATOR

Cynia Ejaz
Head of Learning and Innovation Telenor

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For More Info:

08:30 – 09:15 — **EXECUTIVE ARRIVAL & NETWORKING COFFEE** — Arrival and introductions with structured networking.

09:15 – 09:25 — **CHAIRPERSON OPENING INSIGHTS: SETTING THE DIGITAL AGENDA**

MR. ZARRAR KHAN
Federal Secretary - Ministry of IT and Telecom - Pakistan

POWER BOOST KEYNOTE

09:25 – 09:55 — **AI-POWERED LEADERSHIP: THE NEXT FRONTIER**

This session explores how leaders can harness AI not just as a tool but as a strategic mindset to amplify decision-making, boost productivity, and drive culture change. The speaker will share vision, challenges, and use cases of implementing AI in leadership settings.

- The role of AI in shaping modern leadership styles
- Augmented decision-making: humans + algorithms
- From data to insight: enabling strategic foresight
- Overcoming resistance: AI adoption within teams

◎ **Warren Knight**
AI, Digital Leadership & Digital Transformation Consultant - WKI Limited

FUTURE READINESS SPOTLIGHT

09:55 – 10:25 — **HR & LEADERSHIP IN THE DIGITAL AGE: REDESIGNING THE ORGANIZATION**

This session focuses on how HR and L&D leaders are redesigning structures to attract, retain, and upskill digital talent. From new leadership capabilities to agile workforce planning, discover how the people agenda is reshaping the digital enterprise.

- Evolving leadership competencies in digital businesses
- Rethinking roles, structures, and performance
- Upskilling and reskilling: how to act fast
- Embedding agility and accountability

◎ **Jawad Gilani**
Group Head HR & Communication - Packages Group

10:30 – 11:00 — **EXECUTIVE COFFEE DIALOGUE**

C-SUITE EXCHANGE

11:00 – 11:45 — **SMART LEADERSHIP IN PAKISTAN – BUILDING THE DIGITAL ECONOMY**

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FACILITATOR:
◎ **Areen Shahid**
Consultant - Women Development Department

BOARD OF EXPERTS:

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WKI Limited

◎ **Shahzad Khan**
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VP Digital Business
Mobilink Microfinance Bank

◎ **Dr. Sonia Saleem**
Founder/CEO- Socio Engineering Technologies
Focal Person Prime Minister's Youth Program

TRANSFORMATION PLAYBOOK TALK

11:45 – 12:15 — **DIGITAL CULTURE & MINDSET SHIFTS FOR FUTURE GROWTH**

Culture is the biggest barrier—or accelerator—of transformation. This session focus on behaviors, rituals, and systems enabling digital-first culture.

- Shifting mindsets: from control to creativity
- Measuring and influencing digital readiness
- Culture-building tactics for hybrid, remote, and AI-native teams
- Role of leadership in driving values-driven change

◎ **Aamer Ejaz**
President Digital Platforms - Jazz

EXECUTIVE INSIGHT SESSION

12:15 – 12:50 — **AI GOVERNANCE, ETHICS & POLICY FOR BUSINESS**

Leaders need to think beyond functionality to responsibility. This session explores the legal, ethical, and operational implications of AI in business environments.

- The emerging global AI governance landscape
- Bias, fairness, and transparency in models
- Corporate accountability and compliance strategies
- Building internal AI governance frameworks

◎ **Faisal Anwar**
Chief Information Officer - HBL

01:00 – 02:00 — **NETWORKING LUNCH**

02:00 – 05:15 — **WORKSHOP COMMENCEMENT**

05:15 – 05:30 — **WRAP-UP REFLECTIONS & PREVIEW OF DAY 2**

08:30 – 09:00 | **EXECUTIVE ARRIVAL & NETWORKING COFFEE** | Networking on arrival with guided introductions.

09:05 – 09:15 | **DAY 2 KICKSTART: FRAMING THE CEO AGENDA**

Day 2 reset focused on execution and measurable outcomes.

FUTURE FOCUS SPOTLIGHT

09:15 – 09:45 | **THE NEW CEO AGENDA — DIGITAL, DATA & AGILITY**

Today's CEOs face a transformed landscape — one driven by rapid change and digital disruption. Modern leaders must be visionaries, transformation agents, and culture shapers. This session explores how executives can lead with agility, drive innovation, and embed digital strategy at the core of their organizations.

- How business strategy is being reshaped by digital forces
- The C-suite's role in cultural and mindset shift
- From IT to enterprise-wide transformation
- Key questions CEOs should ask before approving a digital roadmap

◎ **Qaiser Abbas**
International Award-Winning Leadership Coach & Bestselling Author

POWER INSIGHT SESSION

09:45 – 10:15 | **WINNING IN THE AGE OF DISRUPTION**

What can traditional companies learn from the speed, adaptability, and innovation DNA of digital-native businesses? This session explores the mindsets, models and how corporates can apply these insights without compromising on structure or scale.

- Innovation at speed: how startups move fast
- Operating models built for scale and experimentation
- Fail-fast vs. enterprise caution: the balancing act
- Collaborating with tech partners and ecosystems

◎ **Telenor Pakistan**

10:15 – 10:45 | **EXECUTIVE COFFEE DIALOGUE**

BOARDROOM DIALOGUE

10:45 – 11:45 | **THE FUTURE-READY CEO** | Panel of executives on governance, incentives, and metrics for AI programs.

In an era defined by rapid change, emerging technologies, and constant disruption, CEOs are being called to lead differently. This panel explores how executive leadership is evolving—shifting from traditional command-and-control models to purpose-driven, adaptable, and human-centered approaches. Discover how the most forward-thinking leaders are embracing innovation, fostering resilience, and preparing their organizations—and themselves—for a future that's already here.

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Head of Learning and Innovation Telenor

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Senior Expert Trainer & Founder

◎ **Qaiser Abbas**
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◎ **Ijlal Jafri**
Group Chief Information Officer Martin Dow - Pakistan

◎ **Rehan Akhtar**
Founder & CEO Digital Miles - Pakistan

TRANSFORMATION SPOTLIGHT

11:45 – 12:20 | **WOMEN IN AI — LEADING THE NEW TRANSFORMATION**

This session spotlights the role of women leaders in driving innovation and AI transformation. The speaker will share lessons, barriers, and strategies from their journey — and inspire inclusive leadership.

- Breaking bias: representation and reality in tech leadership
- Inclusive design and AI: the female perspective
- Mentorship, networks, and systemic change
- Real-world initiatives and success stories

◎ **Sadaf Shaikh**
Chief Information Officer Shan Foods

FUTURE VALUE SPOTLIGHT

12:20 – 12:50 | **AI WITH PURPOSE — DRIVING BUSINESS VALUE, NOT BUZZ**

Beyond automation, Generative AI is redefining how leaders think, create, and operate. This talk will explore applications of GenAI in ideation, innovation, and business growth.

- Identifying use cases that drive ROI
- From automation to augmentation: what AI can really do
- Case examples from telecom, finance, and HR
- How to avoid blind spots and ethical risks

12:00 – 02:00 | **NETWORKING LUNCH**

02:00 – 05:00 | **WORKSHOP COMMENCEMENT**

05:00 – 05:30 | **CEO TAKEAWAYS & PLAYBOOK HANDOVER**

LEADERSHIP LAB

DAY 1 — GENERATIVE AI AWARENESS IN PRACTICE

Overview:
This session bridges theory to practice. Participants get hands-on with Generative AI (GenAI), exploring real business scenarios and use cases relevant to Pakistan's industries-finance, telecom, retail, manufacturing, and government. Instead of abstract discussions, they'll experiment with AI prompts, workflows, and decision-support tools to see how GenAI can drive productivity, creativity, and problem-solving in leadership contexts.

Flow:
- Short demo of GenAI in action (prompt-to-decision workflows)
- Guided small group exercises: creating use cases for their function/sector
- Peer feedback and refinement of use cases
- Debrief: mapping where GenAI fits in current business models

Key Takeaway:
Leaders leave with a tested GenAI use case for their organization, plus an understanding of how to scale experiments without overhype or risk.

WARREN KNIGHT
Futurist | Award Winning Global Tech Influencer on AI, Digital Leadership and & Digital Transformation
Corporate Consultant & Trainer at PWC

OUR EXPERT PROFILE

Futurist, Warren Knight is an award-winning AI Leadership and Transformation leader, keynote speaker a top 100 Global Influencer 2022 and top 100 Tech Influencer, he's internationally recognized as a corporate trainer and executive coach on Digital Transformation, with over 15 years digital experience he's an award-winning technology entrepreneur, certified Agile leader and author of Think #Digital First and Everyday Transformation.

Experience & Past Clients:
Having worked globally around the world for 30 years, Warren has worked in over 30 countries in 5 continents and for the past 25 years helped leaders transform themselves and their organisation to think beyond digital and create company-wide transformation. NHS, RTI International, IHS, Voltamp, Oman Development Bank, Safaricom, JX Nippon, Qatar National Bank, CIMB Bank, Qatar Stock Exchange, TNB Malaysia, Vodafone.

DAY 2 — LEADERSHIP LAB 2: EXECUTION ROADMAP TO VALUE

This hands-on session, facilitated by expert trainer Rosie Seldon, takes participants from vision to execution. Building on insights from Day 1, delegates will design a short-term roadmap for AI or digital transformation projects, ensuring alignment of teams, resources, and governance. The focus is on creating practical, actionable steps that deliver measurable business value within 90 days.

Deliverables Outputs
- A 90-Day Execution Roadmap highlighting milestones, checkpoints, and responsibilities.
- A Quick Wins List — 3–5 immediate initiatives to build early momentum.
- A Resource & Alignment Guide to ensure cross-functional collaboration.
- A concise Execution Checklist for monitoring progress after the event

Key Takeaways & Learning Outcomes
- Learn how to translate AI vision into practical business execution.
- Understand how to identify and deliver quick wins while building for long-term success.
- Gain clarity on aligning teams, budgets, and resources for sustainable transformation.
- Leave with a ready-to-use roadmap that can be applied directly in their organizations.

DANIEL STO
Senior Expert Trainer & Founder

OUR EXPERT PROFILE

Daniel is a seasoned trainer, founder, and management consultant with over 19 years of experience across the private and public sectors. He specializes in business strategy, finance, research, corporate training, and the integration of artificial intelligence (AI) in learning and organizational development.

Throughout his career, Daniel has held senior roles—including associate, department head, consultant, board member, and CEO—across the EMEA region. His expertise in leadership and technology has helped organizations navigate complex challenges, with a strong focus on AI-driven transformation.
As an entrepreneur, he's co-founded several companies and professional communities, applying AI to solve real-world problems. His practical business experience informs his training programs, which focus on real-world application and innovation.

Over the past 12 years, Daniel has trained over 7,000 professionals across four continents in areas such as management, finance, innovation, marketing, and AI integration—empowering them to adapt and lead in an increasingly automated world.
His work in AI-driven education was recently recognized by the Harvard Kemper Institute for its innovative approach to corporate training.
Driven by a passion for AI and its transformative potential, Daniel is committed to helping individuals and organizations unlock their true potential

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