








# SHRM MENA25

ANNUAL CONFERENCE & EXPO  
17<sup>th</sup> - 18<sup>th</sup> Sep | Madinat Jumeirah, Dubai

## Agenda



### Pre-Conference Masterclasses | September 16 (Tuesday)

Start Time (Hrs)	End Time (Hrs)	Sessions	Speakers
09:00	12:30	<b>AI-Accelerated Hiring &amp; Career Architecture: Transforming Talent Acquisition for Precision and Scale</b>   KORN FERRY	<b>Vijay Gandhi</b> Regional Director - EMEA <b>Korn Ferry Digital</b>  <b>Iktimal Daneshvar</b> Vice President, RPO & Projects - META <b>Korn Ferry</b>
09:00	12:00	<b>Shaping the Future of Work: People, Skills and Innovation for Digital Transformation</b>   The University of Manchester	<b>Prof. Andrew James</b> Professor of Innovation Management & Policy <b>Alliance Manchester Business School</b>
09:00	12:30	<b>Shaping Leadership in the Era of Polycrisis</b>  	<b>Sally Al Shafey</b> Leadership Solutions Associate Coach <b>Center for Creative Leadership</b>  <b>Manar Al-Dina</b> Leadership Solutions Associate <b>Center for Creative Leadership</b>
13:30	17:00	<b>From Talent to Advantage: Where AI Meets National Workforce Strategy</b>   Shape the future with confidence	<b>Nicholas Williams</b> Director – TSE HR M&A Lead <b>EY Parthenon, MENA</b>
13:30	17:00	<b>Managing Talent in a Changing World: How Work is Transforming and How it Isn't</b>  	<b>Prof. Matthew Bidwell</b> Xingmei Zhang and Yongge Dai Professor of Management <b>The Wharton School</b>
13:30	17:00	<b>Becoming AI-Ready: Aligning Culture, Talent &amp; Analytics for Scalable Impact</b>	<b>Zahid Mubarik</b> SHRM-SCP, SPHRi, GPHR CEO <b>HR Metrics</b>



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### Day 1 | September 17 (Wednesday)

Start Time (Hrs)	End Time (Hrs)	Sessions	Speakers
08:00	09:00	<b>Welcome Lounge: Registration, Expo, Interaction &amp; Networking</b>	
09:00	09:05	<b>National Anthem and Opening Ceremony</b>	
09:10	09:20	<b>Inaugral Address</b>	<b>H.E. Ohood bint Khalfan Al Roumi</b> Minister of State for Government Development & the Future <b>The Government of UAE</b>
09:25	09:30	<b>Welcome Address</b>	<b>Achal Khanna</b> CEO <b>SHRM APAC &amp; MENA</b>
09:35	09:55	<b>Special Address</b>	<b>H.E. Faisal Saeed Binbuti Al Mheiri</b> Director General Federal Authority for Government Human Resources
10:00	10:20	<b>Special Address</b>	<b>H.E. Abdullah Ali bin Zayed Al-Falasi</b> Director General Dubai Government Human Resources Department
10:25	10:50	<b>Power Talk: The Voice of Change</b>  <b>People &amp; Purpose: Shaping the Future of Work</b>	<b>Michael Fraccaro</b> Senior Fellow & Former Chief People Officer <b>Mastercard</b>
10:50	11:20	<b>Knowledge - Networking Break: Connect Over Coffee</b>	





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11:20

11:50

### Power Panel: Leaders' Perspectives

#### The Rise of the AI-powered Workforce: Embracing Future-ready Talent

Session Partner : Tharwah

#### Moderator

**Dr. Muath Jafaari**  
Chief Innovation Officer  
Tharwah

#### Ahmed Jassim

Chief Human Resources  
Officer  
**Commercial Bank  
International**

#### Arda Atalay

Head, LinkedIn Talent  
Solutions  
**LinkedIn MENA**

#### Abdulrahman Alsheail

Director  
**KPMG, Saudi Arabia**

11:55

12:30

### Power Panel: Ideas that Move People

#### Future Forward Coaching: Developing Leaders Through Cross-Generational Learning

Session Partner : Ivory Training & Consulting

#### Moderator

**Emily M. Dickens, J.D.**  
Chief of Staff, Head of  
Government Affairs &  
Corporate Secretary  
**SHRM**

#### Nader Haffar

Former Chairman & CEO  
KPMG LG, Co-Founder &  
Chairman  
**VALYOO Holding**

#### Osama Yousef G. Alfraidi

GM - HR Development  
**Ministry of Education  
Saudi Arabia**

12:30

13:30

### Lunch: Refuel & Recharge



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13:30

14:30

### Solution Theatre: The Idea Lab-Part 1

**From Disruption to Dominance: Rethinking Talent in the Age of AI**

**Dr. Salima Hamouche**  
Ph.D., SHRM-SCP  
Professor of Human Resources Management  
**University of Sharjah**

**Zahia T. Abu Ali**  
Talent Acquisition & Talent Management Leader

**Rami Busbait**  
Vice President-Talent Management

**Nabila Al Amri**  
Culture & Employee Engagement Leader

### SHRM Hosts & Moderators

**Kirat Dhillon**  
Director-HR  
**SHRM APAC & MENA**

**Partika Raj**  
Head of Consulting and Capability Building  
**SHRM MENA**

**Yamen Zein**  
Senior Knowledge Advisor  
**SHRM MENA**

**Nida Shahid**  
Director Consulting and Capability Building  
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**Aljohara Alharqan**  
Senior Knowledge Advisor  
**SHRM MENA**





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14:35

15:05

**Power Panel: Thoughts that Matter**

**Integrating Innovative Technologies: Driving Business Outcomes through Human-Centricity**

**Session Partner : EY**

**Moderator**

**Fazeela Gopalani**  
Partner  
**EY Academy**

**Lars N. Minns**

Chief Human  
Resources Officer  
**Mercedes-Benz USA**

**Shilpa Bhushan**

Consultant & Strategic  
Advisor - HR Department  
**RAK Government**

15:05

15:45

**Day 1 Closing Keynote Address**

**Reimagining Leadership in the Age of AI,  
Creativity, and Human Potential**

**Randi Zuckerberg**

Founder & CEO  
**Zuckerberg Media  
and HUG**

15:45

Onwards

**End of Day 1  
Evening Coffee, Connections & Conversations**



Day 2 | September 18 (Thursday)

Start Time (Hrs)	End Time (Hrs)	Sessions	Speakers
08:00	09:00	Welcome Lounge: Registration, Expo & Networking	
09:00	09:05	Day 2 Opening	
09:10	09:30	Special Address	<b>Brigadier Rashid Nasser Rashid</b> Director of the General Department of Human Resources <b>Dubai Police</b>
09:35	10:00	<b>HR Power Talk: Leader's Perspective</b>  <b>The S-Class of Work: Crafting Premium People Experiences</b>	<b>Lars N. Minns</b> Chief Human Resources Officer <b>Mercedes-Benz USA</b>
10:05	10:35	<b>Solution Theatre: The Idea Lab-Part 2</b>  <b>From Disruption to Dominance: Rethinking Talent in the Age of AI</b>	<b>Dr. Salima Hamouche Ph.D., SHRM-SCP</b> Professor of Human Resources Management <b>University of Sharjah</b>  <b>Zahia T. Abu Ali</b> Talent Acquisition & Talent Management Leader  <b>Rami Busbait</b> Vice President -Talent Management  <b>Nabila Al Amri</b> Culture & Employee Engagement Leader





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**SHRM MENA**

10:35

11:15

**Knowledge - Networking Break: Brew & Bond**

11:15

11:50

**Power Talk: The Voice of Impact**  
**Leading Through Change: Building**  
**Future-Ready Leadership**

**Shiv**  
Operating Partner  
**Advent Private Equity**  
Former Chairperson & CEO  
**PepsiCo**  
Former CEO  
Emerging Markets  
**Nokia**



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11:50

12:30

### Power Panel: Insight Exchange

**Inclusive Leadership: Empowering and Recognizing Diverse Teams for Innovation**

Session Partner : Vantage Circle

#### Moderator

**Pallav Popli**

Chief Revenue Officer  
& Employee Engagement  
Evangelist

**Vantage Circle**

#### Adel Alghamdi

Assistant Deputy Minister  
for Human Resources  
Ministry of Industry and  
Mineral Resources

#### Sid Ahmed

**Benraouane, Ph.D.**

Dubai Government  
Advisor

#### Marketa Simkova

Partner & Head of People,  
Performance & Culture  
**KPMG Middle East**

#### Sara Boueri

Group Director - HR  
**Scope Investment**

12:30

13:00

### Closing Session: From Insights to Impact

**Directing the Boardroom: Leadership Lessons  
from Hollywood**

#### Sanford R. (Sandy)

**Climan**

CEO

**EMV**

(Hollywood Producer)

#### Achal Khanna

CEO

**SHRM APAC & MENA**

13:30

14:30

### Lunch: Midday Mingle

15:00

17:00

### SHRM MENA Star Awards 2025