AI-Powered Leadership:
Unlocking Business Value with AI Strategy

Join the first delegation of MENA executives to experience Cambridge's world-leading AI adoption program

26th to 30th of January, 2026.

The Cambridge Executive Education Series

Delivered by

STIRLING CENTRE
FOR STRATEGIC LEARNING AND INNOVATION

UNIVERSITY OF CAMBRIDGE
Cambridge Service Alliance

iVolution
AI by LOGiC

UNIVERSITY OF CAMBRIDGE
Cambridge Service Alliance

Strategize
Learn how organizations can leverage AI as a transformative strategic asset.

Design
Create services and experiences that exceed rising customer expectations.

Deliver
Manage seamless, personalized engagement across channels.

INTRODUCTION

The Cambridge Executive Education Series offers a landmark experience for senior executives from the MENA region — the first of its kind to combine Cambridge's world-class academic rigor with hands-on exposure to the UK's leading AI ecosystem. Designed for visionaries shaping the region's next growth chapter, this immersive program equips executives to transform strategy, operations, and customer experience through AI-driven innovation.

In today's digital and experience-driven economy, the rate of innovation and customer expectations are evolving faster than ever. This course is designed to equip senior professionals with the skills needed to navigate digital innovation, harness AI-driven analytics and insights, enhance customer experience, optimize services using AI, and lead successful digital transformation initiatives. Participants will gain practical tools and strategic frameworks to stay ahead in an increasingly AI-driven business landscape.

Developed from cutting-edge research from the **Cambridge Service Alliance, University of Cambridge,** and grounded in real-world regional industry insights, the course empowers participants to initiate, manage, and evaluate AI initiatives. You'll discover how AI-driven services can enhance brand equity, deepen customer engagement, and unlock new business models.

Whether you're looking to refine current practices or lead the next wave of digital and CX innovation, this course provides a powerful foundation for driving **customer-centric and AI-enabled organizational transformation.**

GOAL

The Executive Education Series (EES) redefines value creation to be a process of continuous learning and innovation—where success stems from generating knowledge, mastering complexity, and cultivating future-ready capabilities.

Understand the latest industry trends:

Gain insight into the emerging forces redefining value creation and competitiveness in the AI-driven economy.

Develop a strategy leveraged by AI:

Adopt the mindsets, frameworks, and capabilities needed to adapt and lead as a business in the digital economy.

Drive Service Innovation:

Master approaches that blend digital, physical, and human channels to create seamless, high-impact service experiences and differentiated customer journeys.

Leverage AI Agentic to enhance services and CX:

Harness next-generation AI systems to personalize engagement, optimize service delivery, measure customer loyalty, and unlock new growth opportunities.

Design Data-Driven Business Models (DDBM):

Build adaptive, insight-led business models that use data as a strategic asset that fuels supply chain optimization, innovation, revenue generation, and sustained competitive advantage.

TARGET GROUP

- C-Suite Executives, Managing Directors, Top Managers (Institutional Leaders)
- Visionaries committed to transforming companies and AI adoption in the MENA region
- Directors and senior managers from both private and public sectors

The Executive Education Series (EES) is designed for leaders who seek meaning beyond conventional success—driven not by external rewards, but by ideas, principles, and a commitment to creating lasting impact through innovation and insight.

The Executive Education Series (EES) targets visionary leaders capable of influencing strategy and driving system-ic change. It is designed for managing directors, institutional leaders, and for-ward-thinking executives committed to transforming their organizations into engines of sustainable economic growth.

EES equips top managers to foster co-opetition—the art of cultivating both competition and collaboration—to strengthen innovation capacity and leadership across diverse cultural and organizational contexts.

The program welcomes participation from European and international busi-ness leaders, encouraging a rich exchange of perspectives, shared chal-lenges, and collective insight into the forces redefining global competitive-ness.

OUTCOME

The EES is future-oriented and long-term. It is a measure of genuine leadership that it sees far ahead, even beyond the person's lifetime.

Our AI-Powered Leadership program offers exceptional value through a unique combination of academic rigor and practical application. This executive education experience delivers distinct benefits unavailable elsewhere:

- **Research-Driven Content:** Curriculum based on cutting-edge Cambridge research, not vendor-specific agendas or marketing materials

- **Vendor-Neutral Perspective:** Unbiased assessment of AI technologies and implementation strategies without commercial influence

- **Practical Frameworks:** Actionable models for AI integration, strategic foresight, and organizational transformation

- **Executive Peer Network:** Access to a global community of senior leaders facing similar transformation challenges

- **AI Governance:** Focus on data-driven innovation, advancing AI methodologies, and designing human-centered business models.

CONTENT

This programme is your gateway to mastering AI leadership—equipping you to lead with confidence, drive strategic innovation, and create lasting impact in the AI era.

How do you lead in ways that encourage others to take the initiative? How do you help to create an "innovative ecosystem"?

Programme Overview

This intensive five-day executive education programme is designed for senior leaders and decision-makers aiming to drive AI-powered transformation across industries. Delivered by leading academics and industry practitioners from Cambridge and London, the course combines cutting-edge theory, sector-specific applications, peer learning, and immersive experiential site visits to pioneering AI-driven organisations.

Why This Programme?

Stay Ahead of the Curve

AI is now central to business competitiveness and survival, with its rapid evolution demanding that leaders remain at the forefront of technological advances.

Experiential Learning

Engage in hands-on, AI-powered simulations and scenario planning, benefiting from adaptive learning systems and data-driven feedback.

Industry Immersion

Exclusive site visits and roundtables with senior business leaders at the forefront of AI implementation across diverse sectors.

Expert-Led Sessions

Learn from renowned faculty and practitioners who bring both academic rigor and hands- on expertise from the UK's leading AI ecosystem.

What You Will Gain

A Certificate of Completion

Become a certified AI-empowered leader, with our recognized certificate issued by the university affiliated **Cambridge Service Alliance (CSA) Centre.**

Drive Business Transformation with AI:

Empower leaders to maximize the value of AI and emerging technologies for transformative results and innovation, transitioning to a more agile and efficient business model to stay competitive.

CONTENT

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How do you lead in ways that encourage others to take the initiative? How do you help to create an "innovative ecosystem"?

Leverage AI for Business Value:
Identify opportunities to use AI, ML, and Generative AI to drive innovation, create measurable value for your business, and build a tailored AI implementation plan aligned with organizational goals.

Implement and Scale AI:
Develop and scale practical AI capabilities across your organization, integrating emerging technologies for a competitive edge, while anticipating and mitigating strategic, operational, and technological risks associated with AI/ML implementation.

Communicate AI Strategy to Stakeholders:
Develop skills to explain the advantages and limitations of AI (including ML and Generative AI) in business contexts, bridging the gap between technology and tangible business outcomes to become a tech-enabled leader.

Programme Format
- Five consecutive days of immersive learning, including interactive lectures, industry visits, peer discussions, and AI-driven experiential activities.
- Delivered in Cambridge connecting participants with the UK's leading AI ecosystems.
- Includes post-programme resources and follow-up to support ongoing learning and implementation.

Programme Schedule

Discovering Historical Cambridge (Conditional):
- Historic walking tours (King's College Chapel, Mathematical Bridge)
- Punting on the River Cam
- Networking Dinners

CONTENT

Day 1:

Strategic Foundations for AI Adoption

What Will Be Covered:

- **Industry 4.0 & AI Through An Executive Lens**
  (Dr. Mohamed Fahmy)
  Frame AI within the context of Industry 4.0 and board-level governance, establishing a strategic foundation for transformation.

- **How AI Transformation Changes Productivity and Introduces New Services at Scale**
  (Prof. Mohamed Zaki)
  Explore how AI redefines productivity and enables new service models. Understand why the evolution from NLP and generative AI to agentic AI represents a paradigm shift for organizations.

- **From Strategy to Execution: The AI Transformation Roadmap**
  (Dr. Gautam Jha & Dr. Mohamed Fahmy)
  Design pathways for transitioning from siloed operations to data-driven enterprises. Address the cultural, human, and technological shifts required to build sustainable AI capability.

- **Executive Use-Case Mapping: Where AI Creates Value First**
  (Prof. Mohamed Zaki)
  Identify high-impact opportunities for AI across services and customer experience. Learn how AI, digital twins, and agentic systems reconfigure service delivery, customer journeys, and digital–physical–social interactions.

Day 2:

Data, Business Cases & LLMs – Application of AI

What Will Be Covered

- **Making AI Investments Count: Business Cases, Risks & ROI**
  (Dr. Gautam Jha & Dr. Mohamed Fahmy)
  Build compelling AI business cases by quantifying costs, risks, and returns. Compare the limited outcomes of isolated automation with the transformative potential of orchestrated agentic systems.

- **LLMs in the Workplace: From Quick Wins to Agentic Copilots**
  (Dr. Gautam Jha)
  Examine how large language models deliver immediate productivity gains, the safeguards required for responsible deployment, and their evolution toward fully agentic copilots that redefine work.

- **Data-Driven CX Transformation**
  (Prof. Mohamed Zaki)
  Explore how agentic customer experience (CX) platforms drive predictive loyalty, adaptive personalization, and measurable revenue growth.

- **Data as a Strategic Asset: From Messy Data to Reliable Signals**
  (Prof. Alexandra Brintrup)
  Understand why structured, reliable data is essential for agentic decision loops and adaptive automation, and learn best practices for building data integrity.

- **Agentic RAG & Retrieval Architectures for the Enterprise**
  (Dr. Binxing Yan & Prof. Mohamed Zaki)
  Study how Retrieval-Augmented Generation (RAG) is evolving into autonomous retrieval and workflow systems capable of continuously updating organizational knowledge.

CONTENT

Day 3:

Applied Analytics & Service Innovation

What Will Be Covered:

- **Service Design with AI and Generative AI**
  (Eng. Helen Zhao)
  Adapt design thinking frameworks to integrate AI ⇨ driven insights, enabling adaptive research journeys and customer-centric innovation.

- **Loss Analysis & ROI: Measuring AI's Financial Returns**
  (Prof. Mohamed Zaki)
  Apply rigorous analytical models to capture ROI, including scenario planning for agentic orchestration and measurable financial outcomes.

- **Applied Analytics: Proving AI's Value in Supply Chain & Financial Impact**
  (Prof. Alexandra Brintrup)
  Explore how data-driven analytics and AI can generate measurable business value across modern supply chains. Drawing on real-world research, this session demonstrates how AI-powered forecasting, optimization, and decision systems enhance resilience, reduce costs, and drive tangible financial returns.

- **Agentic AI in Action: Building Autonomous, Predictive, and Self-Learning Enterprises**
  (Prof. Mohamed Zaki, Prof. Alexandra Brintrup, and Dr. Binxing Yan)
  Understand how Agentic AI—systems capable of independent reasoning and action—can transform organizations into adaptive, data-driven ecosystems. Participants will learn how agentic architectures enhance resilience, automate complex decisions, and create measurable business impact by linking predictive analytics with operational intelligence.

Day 4:

Leadership, Governance & Foresight

What Will Be Covered:

- **Learning-Driven Leadership in the Age of AI**
  (Prof. Alaa Garad)
  Explore adaptive leadership through the Learning-Driven Organisation (LDO) model and its relevance in agentic, continuously evolving environments.

- **Strategic Foresight & Scenario Planning with AI Signals**
  (Prof. Alaa Garad)
  Leverage agent-based simulations and horizon scanning to anticipate emerging trends, uncertainties, and long-term strategic inflection points.

- **The AI Change Paradigm (Organizational & Business Aspects)**
  (Dr. Mohamed Fahmy)
  Examine how AI-driven transformation is redefining organizational structures, leadership models, and strategic decision-making. Understand the shift from traditional digital transformation to AI-native organizations

CONTENT

Day 5:

Industry Practice Insights

What Will Be Covered:

- **Conversational & Agentic AI for Services and Revenue Uplift**
  (Eng. Mohamed Elmasry & Prof. Mohamed Zaki)
  Deep dive into conversational and agentic AI systems and examine how they reshape service ecosystems, value creation, and customer engagement.

- **Industry Panel & Roadmap Clinic**
  Moderated by: Prof. Mohamed Zaki, & Dr. Gautam Jha
  Engage with industry leaders to test insights, share practical challenges, and refine an actionable roadmap that includes an agentic maturity path for your organization.

Practical Component:

- **Capstone Project: From Idea to AI-Enabled Business**
  On the final day, participants consolidate their learning by developing and pitching an AI-enabled product or service concept. Working in small teams, they will:

  - Select a product or service to design

  - Create a differentiated customer experience powered by AI and agentic intelligence

  - Identify the market opportunity through a data-driven business model (DDBM)

  - Apply frameworks and tools introduced throughout the program

  - Present their concept, customer journey, data strategy, and commercial potential

Participants will receive detailed feedback from faculty and peers, focusing on strategic insight, data-driven logic, and practical execution readiness.

HOST BACKGROUNDS

UNIVERSITY OF CAMBRIDGE
Cambridge Service Alliance

Prof. Mohamed Zaki
Deputy Director

Cambridge Service Alliance
University of Cambridge

Professor Mohamed Zaki is a high-profile academic with an extensive research portfolio in Digital Service Management, focusing on AI applications to enhance service design and customer experience.

Academic Background
MSc and PhD in AI and Business Analytics from the Alliance Manchester Business School at the University of Manchester (2013). Editorial Advisory Board member of the Journal of Service Management.

Industry Experience
Former IT Consultant for Oracle and IBM. Has consulted and lectured for over 100 organisations including Manchester United, Mitsubishi Heavy Industry, Manchester City, Travelodge, CEMEX, Caterpillar, and IKEA.

Publications & Teaching
Author of "Data-Driven Customer Experience Transformation" (April 2025). Course leader for Data-Driven Design for Customer Experience online course at Cambridge Advance Online.

Entrepreneurship
Founder of several companies including DeepCX Insights. Serves as board advisor for various organisations such as Tactful AI.

IfM MANAGEMENT TECHNOLOGY POLICY

UNIVERSITY OF CAMBRIDGE
Department of Engineering

Prof. Alexandra Brintrup
Professor in Digital Manufacturing

Head of the Supply Chain AI Lab

Prof. Alexandra Brintrup is a leading scholar in Digital Manufacturing and Artificial Intelligence for Supply Chains. She heads the Supply Chain Artificial Intelligence Lab at the Institute for Manufacturing (IfM), University of Cambridge, and is a Fellow of Darwin College. Her research explores how AI, agentic systems, and data-driven automation enhance industrial resilience, sustainability, and decision-making across global production networks.

Academic Background
Fellow of Darwin College. Holds a PhD in Artificial Intelligence from Cranfield University and previously held research roles at Cranfield and Oxford's CABDyN Centre. Leads Cambridge's research on AI-driven, adaptive manufacturing systems.

Industry Experience
Has led collaborative projects with Boeing, Rolls-Royce, Jaguar Land Rover, Procter & Gamble, and Suzuki, applying AI to optimize global supply chains. Advises governments and industry on digital transformation, predictive analytics, and supply-chain resilience.

Publications & Teaching
Author of 100+ scientific papers in top AI and manufacturing journals and frequent keynote speaker at IEEE, INFORMS, and CIRP.

Recognition & Memberships
Internationally recognized for advancing AI-enabled industrial systems. Member of IEEE, INFORMS, and the Complex Systems Society, and contributor to global policy and research committees on digital manufacturing.

HOST BACKGROUNDS

STIRLING CENTRE
FOR STRATEGIC LEARNING AND INNOVATION

Dr. Alaa Garad
Founder & Director

PhD, FRSA
Stirling Centre for Strategic
Learning & Innovation

Dr. Garad is a leading scholar-practitioner in strategic learning, quality management and service excellence with 30+ years of consultancy, executive education and business development experience, and creator of the Learning-Driven Organisation (LDO) model.

Academic Background
Pro Vice-Chancellor, Al Maktoum College of Higher Education, Scotland. Developed the world's first MSc and PhD in Strategic Organisational Learning. Co-developed an MSc in Customer Experience & Service Management with Abertay University.

Industry Experience
Leadership roles at University of Wollongong and Middlesex University in the Middle East. CEO of Investors in People UAE and senior roles at Union National Bank. Advisor and consultant to governments and corporations in the UK, MENA, and beyond.

Publications & Teaching
Author/co-author of five books and over 470 articles. Founding Editor-in-Chief of the International Journal of Strategy and Organizational Learning. Regular columnist on management and learning.

Recognition & Memberships
Fellow of the Royal Society of Arts (FRSA). Recipient of the UK Headline Excellence Award (presented by HRH Princess Royal). Member of ISO Technical Committee TC260.

UNIVERSITY OF CAMBRIDGE
Cambridge Service Alliance

Dr. Gautam Jha
University of Cambridge

AI Adoption Strategy

Dr. Gautam Jha is a recognized expert in Digital Transformation and Customer Experience Strategy, with over 22 years of experience leading enterprise-scale transformation initiatives. His research explores how human and autonomous AI participation can create distinctive, customer-centric organizations.

Academic Background
Holds a PhD in Customer Experience–Centric Strategy, focusing on how human–AI collaboration enhances service quality and brand differentiation. His research has been featured in leading conferences, books, and forthcoming publications.

Industry Experience
A seasoned Digital Transformation Adviser, Dr. Jha has directed major initiatives that align business strategy with AI adoption and experiential innovation, enabling organizations to achieve measurable performance gains.

Publications & Teaching
Bridging research and practice, his work examines AI adoption strategy and human-AI collaboration to create more empathetic, value-driven customer experiences. He teaches executive modules on digital strategy and transformation.

Recognition & Expertise
Known for advancing the humanization of AI in service design, Dr. Jha helps leaders connect emerging technologies with organizational culture, strategy, and long-term differentiation.

Program Speakers & Areas of Expertise

iVolution AI by LOGiC

Dr. Mohamed Fahmy
Co-Founder & Managing Partner

iVolution AI

Dr. Binxing Yan
University of Cambridge

Probabilistic ML, AI

Eng. Helen Zhao
PhD Candidate
University of Cambridge

Designing AI services

Key Features

> One must be a god to be able to tell successes from failures without making a mistake.
>
> *Lord George Byron*
> *British poet Trinity College, Cambridge University*

Program Date: **26th to 30th of January, 2026.**
Programme Fees: *__£ 6,200 per delegate.__

The fees cover:

- Transfer from and to the Airport in the UK.
- Daily Lunch & 2 Dinners hosted at a Cambridge College
- Hotel accommodation
- Cambridge Tour
- Certificates
- Educational Material

The fees do not cover:

- International flights
- Visa fees

CLICK HERE TO REGISTER

*Pound Sterling

BENEFITS

EES offer a unique opportunity to develop new skills in the same place where the greatest thinkers and visionaries of our time lived and created.

- The world's best lecturers and practitioners
- Location: Cambridge University Colleges
- Time invested: 5 days
- Type of course: Knowledge-intensive
- Purpose of training: transfer of knowledge
- Target audience: top management in the private and public sectors
- Small project groups of up to 30 delegates

CONTACT DETAILS:

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