
AI-Powered Leadership: Navigating Change in the Digital Economy

Tuesday 14th October 2025

Speaker Biographies

Ann Francke OBE CMgr CCMI, CEO, Chartered Management Institute



Ann Francke is Chief Executive of the Chartered Management Institute, the UK's leading professional body for management and leadership with an international member community of over 200,000. She started her career at Procter & Gamble and has held senior executive positions at Mars, Boots, Yell and BSI.

Ann is an expert in Management and Leadership in the workplace, and speaks frequently in the media and at conferences on this; she is a regular columnist for The London Times. In the New Years Honours list 2020 she was awarded an OBE for services to Workplace Equality. Her book, 'Create a Gender-balanced Workplace,' was published by Penguin Business in 2019. Ann also authored the 'Financial Times Guide to Management' and has been named in the top 100 women to watch in the 2015 Female FTSE Cranfield report. She was awarded the inaugural MemCom award for outstanding leadership of a UK professional body' in 2016.

Ann holds several Board positions and five Honorary Doctorates for her work in management and leadership. She is an ambassador for the 30% Club.

Taimur Ali Mir, Partner & Head of Qualifications, PwC Academy Middle East



With over 18 years of experience in professional education and investment management, Taimur has led upskilling programmes for thousands across the GCC and introduced professional qualification pathways. He currently leads the Academy's qualifications and certifications portfolio, covering finance, tax, HR, leadership, marketing, project management and more for public and private sector organisation.

Failan Saleem FCMI, Director & Head of Non-Financial Qualifications, PwC Academy Middle East



With over 25+ years of experience in training and management experience, Failan leads the HR, and Management qualifications at PwC Academy. He has trained 11,000+ students, professionals and C-suite level executives till date. Failan has a successful track record with a focus on innovative strategy, growth, and profits for business units at various stages of growth.

Massimo Brebbia CMgr FCMI, Regional Director Middle East & Caspian, Global Maritime



Massimo Brebbia is a seasoned leader with nearly three decades of international experience in the marine, offshore, and energy sectors, currently serving as Regional Director for the Middle East and Caspian at Global Maritime. He holds Chartered Manager status with CMI and has built a career around strategic transformation, operational excellence, and technology-led innovation.

An early advocate for AI integration, Massimo began working with AI technologies in 2015 through a pioneering collaboration between Fugro and Amazon Web Services. Today, he leads digital transformation initiatives across multiple regions, focusing on embedding AI in core business operations to improve efficiency, compliance, and service delivery—while navigating the human, legal, and ethical dimensions of change.

His leadership spans mergers, regional restructuring, and business turnaround strategies. He is known for aligning digital tools with real-world workflows, driving AI adoption without losing sight of the people and purpose at the heart of an organization. In his current role, he has successfully implemented AI to support hybrid teams, streamline decision-making, and foster cross-functional collaboration across culturally diverse environments.

Massimo is also an advocate for psychological well-being in leadership, serving as a UN-affiliated mental health ambassador, and brings a human-centred perspective to technological change. He has a strong record in training, assessment, and upskilling, and is committed to developing the next generation of AI-ready, ethically grounded leaders.

Prof. Naveed Yasin CMgr CCMI ChMC, CMI Companion, and Professor, Abu Dhabi School of Management



Professor Naveed Yasin is a leading scholar and educator in entrepreneurship and management with over 20 years of academic and professional experience across the UK, UAE, Oman, and Asia. He is the first and only Chartered Companion of the Chartered Management Institute (CCMI) in the UAE, a Chartered Management Consultant (ChMC), and a Principal Fellow of the Higher Education Academy (PFHEA), reflecting his sustained contributions to higher education leadership and management practice.

At the Abu Dhabi School of Management, he serves as Professor of Entrepreneurship and Director of the Abu Dhabi Management Incubator, where he leads the development of multiple graduate business incubators that bridge entrepreneurial education with practice. His research focuses on immigrant and transnational entrepreneurship, entrepreneurship education, and strategic leadership in higher education. He has held several senior leadership roles at several International Universities including the roles of Head of Creative Industries and Entrepreneurship Departments, Academic and Executive Dean and Vice President of Academic Affairs at British Universities in the UAE.

Professor Yasin has published scientific works in international and elite journals and has also edited three books with Palgrave and Routledge. He contributes regularly to platforms such as Entrepreneur.com and Bizpreneur Middle East, and has held senior academic roles across leading institutions in the UK and the GCC.

He is committed to advancing entrepreneurship education that is culturally grounded, globally relevant, and socially impactful.

Gavin Aspden, Partner and Professional Development Head, PwC Academy Middle East



Gavin is an expert in the development of learning journeys for organisations and individuals, assessment and certification development and a finance and leadership expert. Before joining PwC Academy, he served as Director of Qualifications for ICAEW and as Director of Finance and Tax programmes for BPP Professional Education. Gavin has delivered training programmes to 30,000+ students and delegates from 3,500+ organisations across the globe.

Profile summary (front of card)

Gavin is a PwC Partner and Professional Development Head with 25+ years of experience as an upskilling and assessment specialist.

Hakeem Haidar, Hakeem Haidar CMgr MCMI, Engagement Manager, CMI



Hakeem Haidar CMgr MCMI is MENA Engagement Manager at Chartered Management Institute (CMI). As CMI continues to build its expansive portfolio of partnerships with higher education institutions, employers and training providers in the MENA region, Hakeem facilitates this growth by managing operational relationships with partners and leading on their learner and staff engagement.

