

Calendar 2026

Future-ready skills. Boardroom-ready results.

20th and 21st May 2026

AI in Manufacturing

Dr. Naveed Iftikhar

AI strategist, educator, and
Co-founder of atomcamp

Berjees Shaikh

CTO, atomcamp and
Visiting Faculty at KSBL

16th and 17th June 2026

AI-Driven Consumer Intelligence
& Strategic Brand Transformation

Dr. Saima Hussain

Professor and Cluster Head
Marketing

Salman Shamim

Manager Shopper and Commercial
Insights, Mondelēz International
Visiting Faculty, KSBL

For registration, please contact: 0333-2161255
and drop your queries at execed@ksbl.edu.pk

Program Fee: PKR 115,000/- exclusive of all taxes.

10th and 11th June 2026

Transforming HR with AI

Muhammad Farrukh Rasheed

Group Director HR
(Passenger Vehicle Segment)
Master Group
Visiting Faculty, KSBL

Berjees Shaikh

CTO, atomcamp and
Visiting Faculty at KSBL



20th and 21st May 2026

AI in Manufacturing

Dr. Naveed Iftikhar

AI strategist, educator, and co-founder of atomcamp

Dr. Muhammad Naveed Iftikhar is an AI strategist, educator, and co-founder of atomcamp, specializing in AI-driven strategies and training for business and government institutions. He has led AI capacity-building programs across the Middle East and South Asia for organizations such as ARAMCO, UBL, Bank Alfalah, UNDP, and public-sector bodies. As co-founder of Polix Analytics, he has delivered AI-powered solutions in inventory, quality control, and customer engagement. Dr. Iftikhar teaches at LUMS, KSBL, and IBA Karachi, focusing on data science, public policy, and innovation. He holds a PhD in Public Policy from the University of Delaware, with expertise in technology entrepreneurship and future-ready leadership.

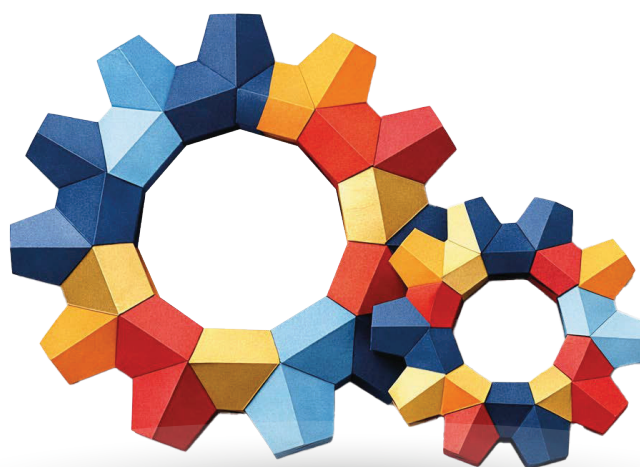
Berjees Shaikh

CTO, atomcamp and Visiting Faculty at KSBL

Berjees is a seasoned Business Intelligence professional and trainer with 8 years of experience across the healthcare, FMCG, and e-commerce sectors. She excels in translating complex data into meaningful insights that support strategic decision-making and drive operational efficiency. An enthusiastic advocate for innovation, Berjees has a strong interest in artificial intelligence particularly in the no-code and low-code domains. Her work reflects a balanced blend of technical expertise and business acumen, enabling organizations to harness the power of data and emerging technologies effectively.

Learning Outcomes

- Understand AI's role in Industry 4.0 and smart manufacturing
- Identify and prioritize high-impact AI use cases
- Apply AI in predictive maintenance and quality control
- Explore AI-driven production planning and supply chain optimization
- Learn from global manufacturing leaders and real ROI outcomes
- Build a practical 90-day AI roadmap for your organization



10th and 11th June 2026

Transforming HR with AI

Muhammad Farrukh Rasheed

Group Director HR Master Group Visiting Faculty, KSBL

Muhammad Farrukh Rasheed is a business-first HR leader with over two decades of experience in HR, business development, and operations. He has held senior roles at organizations including Lucky Core Industries, Hub Power Company, Engro, Jazz, and Telenor, bringing a pragmatic perspective on how AI can reshape HR for real business impact.

A recognized thought leader, he has trained over 2,000 professionals and speaks regularly at leading conferences. He holds an MBA, a Six Sigma Master Black Belt, and has completed executive education at INSEAD. He writes on AI and the future of work through his "From Sponsor to System" series, and on financial independence through "Built to Retire."

Berjees Shaikh

CTO, atomcamp and Visiting Faculty at KSBL

Berjees is a seasoned Business Intelligence professional and trainer with 8 years of experience across the healthcare, FMCG, and e-commerce sectors. She excels in translating complex data into meaningful insights that support strategic decision-making and drive operational efficiency. An enthusiastic advocate for innovation, Berjees has a strong interest in artificial intelligence particularly in the no-code and low-code domains. Her work reflects a balanced blend of technical expertise and business acumen, enabling organizations to harness the power of data and emerging technologies effectively.

Learning Outcomes

Knowledge & Awareness

- Understand how AI reshapes organizations and the workforce, and recognize HR's expanded strategic role in enterprise-wide AI adoption.
- Explore HR's evolving mandate post-AI adoption across workforce planning, organization design, governance, performance, and talent development.

Practical Application & Skills

- Work with AI agents in simulations to assess their capabilities, limitations, and oversight requirements, and design workforce portfolios for AI-enabled functions. Translate AI-driven organizational redesign into HR practices and
- Executive-level conversations across KPIs, performance, recruitment, and hybrid workforce models.

Strategic Outcomes for Organizations

- Position HR as a strategic partner in AI adoption and design workforce and accountability structures that enable scalable integration.
- Lead enterprise-wide change through upskilling, cultural transformation, and effective execution of AI adoption strategy.



16th and 17th June 2026

AI-Driven Consumer Intelligence & Strategic Brand Transformation

Dr. Saima Hussain

Professor & Cluster Head Marketing

Dr. Saima Hussain is a Professor of Marketing and Program Head for MBA & EMBA at KSBL. With over two decades of teaching experience since 2002, she has held academic positions at SZABIST, Iqra University, and Beaconhouse Informatics, alongside experience in marketing consultancy.

She has designed courses in marketing, research, and business analytics, and supervised 200+ research projects including doctoral dissertations. Her industry collaborations with organizations such as Agha Steel, Mindshare, Foodpanda, and Shan Foods reflect her commitment to bridging academia and the real world. She has also published research on brand management, consumer behaviour, and innovation.

Salman Shamim

Manager Shopper and Commercial Insights, Mondelēz International and Visiting Faculty, KSBL

Salman is a strategic problem solver with a proven record of managing multiple projects and consistently exceeding expectations in Consumer and Market Insights. With 14+ years of strategic insight experience, he specializes in developing customized consumer, trade, and market research solutions – translating results into concise, actionable insights that drive dynamic business growth.

His client servicing experience includes top players across Pakistan in FMCG, Beverages, Tobacco, Healthcare, Media (TV channels and Advertising), and Social/Political sectors. His research portfolio spans Retail Audits, Retailer & e-Census, Tracking Studies, Visibility/Merchandising Audits, Price & Marketing Audit Research, Shopper Insights, TV Ad Evaluation, ROI/Performance Evaluation, and Market Size Estimation.

Learning Outcomes

- Analyse consumer sentiment; interpret digital behaviour patterns; identify emotional drivers of engagement
- Build executive marketing intelligence frameworks; use dashboards for strategic decisions; measure campaign and brand effectiveness
- Apply AI to branding and consumer ecosystems; evaluate AI-driven customer trends; position brands for algorithmic discoverability
- Develop brand revitalisation strategies; assess emotional resonance; align brands with evolving consumer expectations
- Make data-informed decisions under uncertainty; respond to digital crises; design future-ready customer engagement systems

