



AI-Driven Consumer Intelligence & Strategic Brand Transformation

June 30 – July 1, 2026



Consumer Behaviour has Changed.

Has your Leadership?

Consumers no longer merely purchase products. They signal. React. Influence. Mobilise. Disrupt. Every click, comment, review, trend, outrage, and algorithmic interaction is shaping market power in real time.

Yet most organisations are still relying on outdated dashboards, delayed reports, and traditional branding models to make strategic decisions in an AI-driven marketplace.

The result?

Brands are losing relevance before they realise they are under threat.

This program is designed for leaders who understand that the future of competitive advantage will not belong to the loudest brands, but to the most intelligent ones.

The Executive Imperative

From Marketing Campaigns to Consumer Intelligence Ecosystems

This immersive 2-day executive experience redefines how organisations understand consumers, build brands, and make strategic decisions in the age of artificial intelligence.

It is not a marketing workshop.

It is a boardroom-level strategic transformation experience designed to help leaders decode digital consumer behaviour, leverage AI-driven insights, and future-proof brand ecosystems in an era of accelerating disruption.

Participants will engage with:

- Real-time social listening intelligence
- AI-powered strategic frameworks
- Executive simulations and crisis war rooms
- Predictive consumer analytics
- Brand transformation laboratories
- Live sentiment and reputation analysis

Because in today's market, intuition alone is no longer enough.

Why This Program Matters Now

The Market Is No Longer Waiting for Slow Organisations.

A single viral moment can redefine brand perception overnight.

Algorithms are shaping discoverability faster than traditional advertising.

Consumers expect personalisation before brands even recognise the need.

Meanwhile, executives face a growing strategic dilemma:

How do you lead when consumer behaviour changes faster than strategy cycles?

This program addresses one of the most urgent leadership challenges of our time:

How can organisations transform fragmented consumer data into strategic intelligence powerful enough to drive growth, loyalty, relevance, and resilience?

The Leadership Challenge

Most organisations are still operating with:

- Reactive marketing functions
- Isolated analytics teams
- Static brand positioning
- Delayed consumer insight cycles
- Traditional customer engagement models

But the next generation of market leaders will operate differently.

They will build:

- Intelligent consumer ecosystems
- AI-enhanced decision architectures
- Predictive engagement systems
- Real-time reputation intelligence
- Emotionally Intelligent Brands

The question is no longer whether AI will reshape branding.

The question is whether your organisation will lead the shift, or struggle to survive it.

What Participants Will Experience

A High-Intensity Executive Learning Environment

This program departs radically from traditional lecture-driven executive education. Every session is designed around strategic application, executive judgment, and real-world ambiguity.

Participants will engage in: Brand Reputation War Room

Navigate a live digital backlash using real sentiment intelligence, stakeholder pressure, and executive crisis-response frameworks.

Decode the Consumer Mind

Deconstruct the emotional and behavioural architecture behind globally dominant brands including Apple, Nike, and Stanley.

Design an AI-Ready Brand

Reimagine a traditional organisation for algorithmic discoverability, predictive personalisation, and AI-enabled customer ecosystems.

Can This Brand Survive?

Diagnose why brands lose cultural relevance, and build transformation strategies capable of restoring market trust and engagement.

The Future Brand Lab

Develop a comprehensive AI-driven consumer intelligence and strategic transformation blueprint.

Strategic Outcomes Participants will leave able to:

Decode Consumer Behaviour in Real Time

Interpret emotional sentiment, behavioural signals, and emerging digital patterns before competitors recognise them.

Make Smarter Executive Decisions

Transform fragmented data into actionable boardroom intelligence for growth, positioning, and strategic response.

Build AI-Driven Brand Strategies

Leverage artificial intelligence to enhance discoverability, engagement, relevance, and customer experience.

Lead Brand Transformation

Revitalise declining brands, strengthen emotional resonance, and reposition organisations for long-term market relevance.

Navigate Uncertainty with Confidence

Respond effectively to reputational threats, digital disruption, and rapidly shifting consumer expectations.

Designed Exclusively For Leaders Responsible for Growth, Relevance & Strategic Direction

This program is curated for:

- Chief Executive Officers
- Managing Directors
- Chief Marketing Officers
- Brand & Marketing Leaders
- Digital Transformation Executives
- Strategy & Innovation Leaders
- Customer Experience Heads
- Entrepreneurs & Founders
- Executive Education & University Leaders

What Makes This Program Different

Conventional Programs	This Executive Program
Marketing theory	AI-driven strategic intelligence
Static branding frameworks	Adaptive consumer ecosystems
Historical reporting	Real-time strategic insight
Data Analytics	Executive decision intelligence
Lecture-based learning	Simulations, war rooms & strategic labs
Functional marketing perspective	Boardroom transformation mindset

Program Format

Duration:
2 Days | In-Person

Location:
KSBL Campus, Karachi

Includes:
Refreshments & Lunch on both days
Program materials, resources & e-certificate

KSBL reserves the right to make changes in the program, policies, dates, and fee at any time.



Faculty Leadership



Dr. Saima Hussain

Professor/Head of Graduate Programs & Cluster Head Marketing at KSBL

Professor, Program Head MBA & EMBA, and Marketing Cluster Head at KSBL, Dr. Saima Hussain brings over two decades of academic, consulting, and executive education experience spanning marketing strategy, consumer behaviour, analytics, and business transformation. Her collaborations with leading organisations including Shan Foods, Foodpanda, Mindshare, and Agha Steel position her at the forefront of industry-linked executive learning and strategic brand insight.



Salman Shamim

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

With more than 14 years of experience in consumer intelligence and strategic analytics, Salman Shamim has advised leading organisations across FMCG, healthcare, beverages, media, and retail sectors.

His expertise lies in converting complex market behaviour into actionable strategic insight that drives growth, positioning, and competitive advantage.

Contact Us

Email: execed@ksbl.edu.pk
Contact: 0333-2161255

