



# PwC Middle East will be at **LEAP**

Meet us there



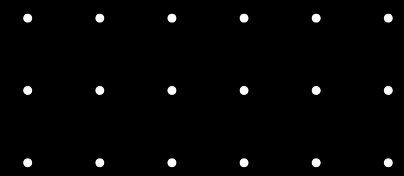
6-9 February

Feb 6 - 9, 2023  
Riyadh Front Expo Centre, Saudi Arabia





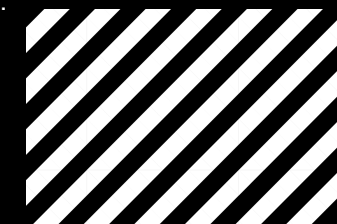
# About PwC & Tech Metaverse



PwC are committed to helping organisations and industries **reimagine** doing business in the new normal, using technology that makes a difference, powered by the combination of digital strategy, data, automation, cybersecurity, a digitally upskilled workforce, and other connected areas of expertise. Essentially, we are harnessing the collective power of people, processes and technology. Artificial Intelligence (AI) is a source of both huge excitement and apprehension both globally and in the Middle East region. At PwC, various teams are looking into ways that digital twins can be used to help investors, planners and other key smart city stakeholders make data-informed decisions. Growing a stronger action to discovering solutions to new global advances. PwC uses extensive research and surveys to analyse the demand and changes, as the Kingdom and globe progress towards the metaverse and the vision of 2030.

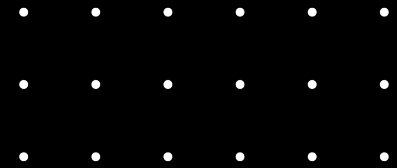
## Additional Facts:

- PwC will be focusing on digital twins, **the Metaverse Experience** and **AR and VR** within the year.
- The company recently launched a report on the digital twins impact on smart cities.
- PwC values the growing immersive systems and foresees the value of utilising it more to support Public sector organisations to identify insights and connections more effectively, and drive better solutions with more confidence.
- PwC has uncovered ways to help investors, planners and other key smart city stakeholders make data-informed decisions.
- The **EmTech Lab** is a research and development facility that creates rapid prototypes for various industries with emerging technologies enabled by research for a critical goal - disruptive innovation; it also explores and proves the technology's concept for the firm and our clients.
  - It is a space to **innovate**, **inspire** and **connect** emerging tech startups.
  - The lab is built on talented young minds in the region coupled with industry leaders to lead and drive innovation.
  - We aim to make humans the center of this technology.
  - Creating innovative and disruptive solutions using the latest essential technologies into demos and prototypes that can be experienced.
  - To date, the EmTech team has created *over 100 prototypes* tailored for the Middle East region to solve industry-driven problems.
  - The team is currently working on multiple experiences in the space of XR/Metaverse, Artificial Intelligence (AI), the Internet of Things (IoT), Robotics, and more.





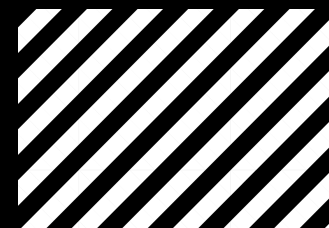
# About PwC



PwC leads with purpose, to build trust in society and solve important problems through its global footprint. It is a network of firms in 152 countries with 328,000 people who are committed to delivering quality assurance, advisory and tax services. Leading with an approach that embodies who PwC is: a community of solvers coming together in unexpected ways to deliver outcomes for organizations, their customers, stakeholders and communities, which make a positive and enduring impact right across the value chain. PwC Middle East supports industries including government, energy and utilities, financial services and banking, retail, construction and engineering, manufacturing, entertainment and telecoms. Through the PwC Assurance, Advisory, and Tax practices based here in the Kingdom, we advise a wide range of clients including family-owned companies, high-profile local businesses, industrial and service companies, and global organisations. We are also lead advisors to the Government and some of the Kingdom's largest public sector entities. Delivering bold ideas, solutions which are human-led and tech-powered and meaningful experiences which deliver real-life results for the Kingdom and beyond which is undergoing massive and fast transformation.

## Additional Facts about PwC:

- Focused on aligning and working with the Kingdom to achieve Vision 2030 by driving diversification, and building on innovative future development strategies
- The PwC regional Consulting HQ sits in Riyadh to support central impact on the Kingdom's growing economic ventures.
- PwC is an advisor to the companies in the 100 Saudi Fast Growth awards organized by MISA
- Ranked number 1 by revenue in the IT consulting market in Saudi Arabia in IDC Technology Segment Report.
- One of the fastest growing PwC member firms worldwide and the largest professional services firm in the Middle East.
- One of the leading strategy houses operating in the Kingdom.
- Advising Government and Private sector on strategy that works.
- 6 Offices around the Kingdom - Riyadh (2), Jeddah, Khobar, Dhahran, AIUla
- We made 17 acquisitions to bolster our capabilities, particularly in technology





# PwC Survey Deck



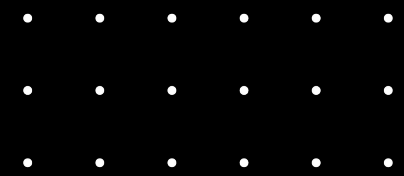
Survey Title	Direct Link
PwC 26th Annual Global CEO Survey	
How digital twins can make smart cities better	
Cybersecurity Compliance Handbook for the Kingdom of Saudi Arabia	





# Fadi Komati

## Digital Government Consulting leader at PwC Middle East



### Qualifications

- Bachelor in Computer Engineering
- M.Sc. in Computer Science
- CISA, CISM, CGEIT, CRISC
- PRINCE2
- ITIL
- MCSA, ISS Certifications, Entrust Technologies Certifications, Sun Certified Systems and Networks Engineer

### Area of Expertise

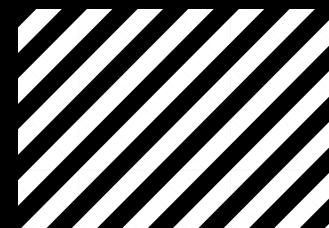
- Digital Governments
- Digital Strategies
- Digital Regulations and Policies
- Cyber Security Strategies
- Digital Transformation Programs implementation
- Cyber resilience, Incident management and penetration testing

### Professional experience

Fadi is an experienced and accomplished digital and cyber consulting leader, with over 20+ years of consulting experience in leading Digital strategies development and implementation, Cyber Security strategies development and implementation, technical consulting, system integration and security implementation, in the Middle East covering Government, Telecom and NGO sectors

He previously led the development of multiple Digital, Technology, eGovernment and Cyber Security Strategies in the government, telecom and financial sectors. Such projects include:

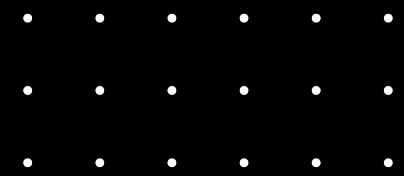
- National Digital Government strategies for a number of countries in the middle east
- Digital and eGovernment strategies for a number of Government organizations
- Digital Laws and Regulations for central governments and government entities in the ME
- Digital Identity Strategies
- Data Governance and Architectures for a number of Government entities in the region
- Cyber Security Strategies for a number of Government organizations
- Large transformation PMOs such as a BSS transformation PMOs in Government and Telecom sectors





# Stephen Anderson

## Middle East Strategy and Transformation Leader



### Qualifications

- BSC - Mathematics with Economics - Loughborough University - 1996
- Fellow of the Institute of Chartered Accountants (ICAEW)
- PwC Middle East Strategy & Markets Leader
- PwC Executive Board Member
- PwC Strategy & Ideation Center Board Member
- Speaker and thought leader on socio-macro economics

### Professional experience

Stephen is a member of the PwC Middle East Executive Board and the Strategy, Growth and Markets Leader. He is responsible for the strategy and execution of PwC's market activities in the MENA region. Stephen has driven the strategy, growth and market activation of PwC in the MENA region to be a 370+ Partner group and 8,000+ team.

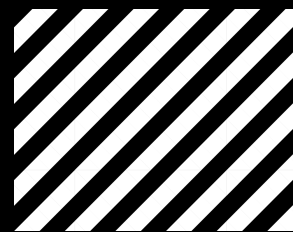
He is now focused on driving hyper-growth in the areas of Environment, Social and Governance (ESG), technology alliances and managed services. Stephen founded and leads PwC's Emerging Technology Team in the region focused on metaverse, AI, cloud, climate-tech and other emerging technologies and he leads PR, Communications and Marketing activities in the Middle East.

Stephen is a regular speaker and thought leader on socio-macro economics particularly around the transformation agenda in the Middle East as the region's path to digitize, decarbonize, localize, privatise and modernise accelerates. He hosts the "Transforming our Region" webcast - a highly popular series born during the pandemic to support clients and now tackling the broader regional transformation agenda.

Stephen is a specialist in Advisory services to Sovereign Wealth Funds and Global Financial Services Institutions advising at Board and C-Suite level on strategic, M&A, sustainability, digital and organizational transformation programs.

Prior to his current role, Stephen has been the Middle East Clients & Markets Leader, Qatar Senior Partner and the Global Advisory Markets Leader.

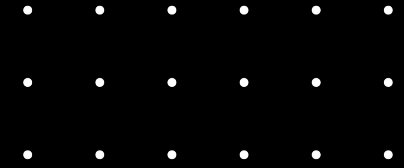
Stephen joined PwC as a graduate in 1996. Prior to moving to the Middle East, Stephen was a Partner in the London Advisory practice where he led large scale and complex transformation and post deal integration programs with our global Financial Services clients. Stephen is a Chartered Accountant (UK FCA) and a regular conference speaker on global, regional and economic trends. He is a member of the Strategy& Ideation Center Board, a leading think-tank in the region.





# Riyadh AlNajjar

## PwC Middle East Chairman of the Board & KSA Country Senior Partner



### Publications

- Saudi Arabia's growth opportunities are in focus for Middle East CEOs
- Beyond vision 2030
- Vision 2030 in a Post-Pandemic World
- The impact of COVID-19 on Mental Health
- Nurturing local talent, our top priority

### Professional experience

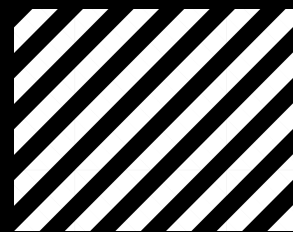
Riyadh Al Najjar is the Chairman of the PwC Middle East network, which supports over 8000 employees in 12 countries who proudly serve clients, ranging from multinational corporations to start-ups. This position complements his role as the KSA Country Senior Partner and the continued 40-year legacy in the Kingdom, as well as my role as Middle East Management Consulting leader.

He is passionate about transformation, the future of work and digital upskilling.

Throughout his career he held numerous positions, including leading the Transformation Management unit at PwC Middle East. He also took on several other roles in the Middle East and the US such as deputy Managing Director/Executive Partner, KSA managing director and development lead.

He focused on increasing quality and hiring and developing talent with an eye on the future. He has also built extensive experience in vision and strategy development, corporate planning to implementation across several industries (Strategy to Execution), including Government & Public Sector, Financial Services, Healthcare and Oil and Gas.

Riyadh holds a Bachelor in Computer Science and Mathematics from Texas A&M University - Commerce. He is fluent in English and Arabic.





# Imad AbuIzz

## Consulting Partner, Digital and Technology Platform Leader at PwC Middle East

### Professional experience

Imad Abu Izz is the leader of the PwC ME Technology Consulting Services based in Riyadh. Imad has over 22 years of experience in complex ERP selection, implementation and transformation projects, IT strategy, and e-government advisory. His expertise covers different sectors and industries including utilities, telecommunication, government, and financial services.

### Publications

- BS, Business Management, the University of Maryland College Park
- Certificate in Modern Management/Administration from SS/Cambridge College
- Certificate in Accounting

### Relevant Projects and Previous Experience

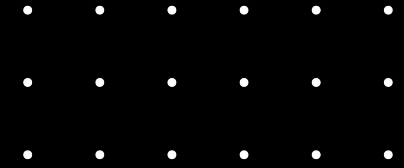
- Project partner delivering an IT strategy and government development project for a large civil and public services government agency in Saudi Arabia. The scope coverage includes re-engineering procedures for services for future electronic submission, development of applications, and technical designs.
- Project partner delivering an effective IT strategy for a large communication and technology government agency in Saudi Arabia. The scope included process re-engineering for finance, accounting, planning, procurement, and other divisions, strategy formulation, and the selection and implementation of technical solutions.
- Project partner delivering an effective IT strategy for a large civil and public services government agency in Saudi Arabia. The scope started with a current situation assessment, definition of new IT governance, gap analysis, and development of an IT Initiatives program for future implementations.
- Project Director assigned the task of delivering an IT strategy engagement for a large company and for establishing and operating the Program Management Office to consolidate a large civil and public services government agency in Saudi Arabia and other related project plans into one master plan. The work included monitoring, assessing, and reporting progress across projects and coordinating the resolution of cross-project issues and interdependencies.
- Managed the development of a business case addressing the ERP system implementation for a large civil and public services government agency in Saudi Arabia. The business case development framework was adapted to review the value propositions of re-engineering and re-aligning the finance and supply chain business operations.
- Project director responsible for the implementation of an e-business strategy as well as managing the development of the IT strategy for a large banking corporation in Bahrain. Responsibilities included the study of the current system architecture as well as functional and technical requirement gathering and analysis.
- Directed the identification, design, and selection of e-government services for a large communication and technology government agency in Jordan, including requirement identification, process design, technical design, RfP development, and software implementation.





# Kaveh Vessali

## Technology Consultant Partner



### Publications

- Ph.D. (ABD), Department of City and Regional Planning from University of California, Berkeley
- Master's in Public Policy, Kennedy School of Government from Harvard University.
- B.A. with High Honors, Psychology from University of California, Berkeley

### Expertise

- Digital Transformation
- Data & Analytics
- Smart Cities & Destinations
- Government & Public Sector
- Economics & Urban Policy

### Professional experience

Imad Abu Izz is the leader of the PwC ME Technology Consulting Services based in Riyadh. Imad has over 22 years of Kaveh leads Smart City, Data & Analytics, and Digital Transformation initiatives for public and private sector clients across the Middle East. He has served as Senior Advisor to several local and national governments on their Master Planning initiatives, most notably overseeing the launch and implementation of the Smart Dubai, Dubai Data, and Dubai Pulse initiatives, and most recently helping launch the Abu Dhabi Data Management Program and implementing the Abu Dhabi Open Data Platform. Kaveh was a contributor to ISO's 'Smart City Maturity

Framework' (ISO 37106) within its Technical Committee on "Smart and Sustainable Cities and Communities (TC/268).

### Relevant Experience

Partner and Head of Consulting, Service Delivery, and Operations

NXN (formerly neXgen)

Vice Consul and Deputy Chief of Political-Economic Section

Vice President, Public Sector Industries

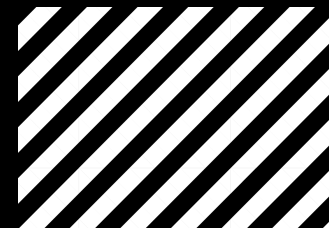
Director, Industry Solution Marketing, Public Services

Group Manager, Public Sector Product Marketing

Director of Professional Services

Doctoral Fellow

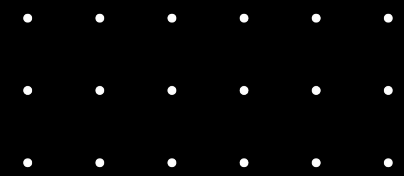
Economic Policy Consultant





# Rajat Chowdhary

## Technology Consultant Partner



### Publications

- MBA (Systems), SP Jain Institute of Management & Research, Mumbai
- Masters of Information Technology, Virginia Tech
- Engineering (B.Tech - Information Technology), India

### Areas of Expertise

- Cloud and IT Infrastructure
- Government Digital Transformation
- Physical Security & Surveillance
- Integrated Command & Control Centre

### Professional Certificates

- AWS Cloud Practitioner
- AWS Solution Architect - Associate
- Artificial Intelligence – Strategies for leading business transformation – Kellogg Executive

### Education

- Digital Strategies for Business
- COBIT 5 Foundation
- Project Management Professional (PMP) – Project Management Institute
- ITIL & COBIT Certified

### Professional experience

Rajat is an experienced consulting partner with PwC Middle East holding 15+ years of experience in managing large scale digital transformation projects. Recognized consistently for performance excellence and contribution to the success of marquee advisory engagements. He maintains a deep focus on digital initiatives, some of which includes Cloud transformation, Integrated command and control centers, surveillance and physical security. He has a proven ability to work with globally diverse and cross-cultural teams along with an impeccable reputation for resolving problems and delivering value for clients. Rajat is part of PwC's Global Digital Government Network and a demonstrated thought leader with multi-sector experience. He has advised government and private sector clients in 20+ countries including, KSA,, Morocco, Malaysia, UAE, India, Kuwait, Indonesia, Senegal, Jamaica, Ivory Coast, etc. He is primary responsible for leading the Cloud and IT Infrastructure initiatives in the middle east..

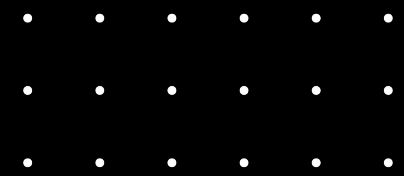
### Professional experience

Country Unified Cloud Project - Egypt  
Design of a country wide unified cloud for Government, Military and Public Sector usage including security and Technology components  
Cloud implementation assurance  
Zain Group: Kuwait  
Cloud & DC Feasibility study and Roadmap design  
Identification of list of services to be offered such as including IaaS, PaaS, SaaS, Container solution, managed services etc.  
Preparation of overall business model, financial & investment plan  
Campus-wide MIS and ICT Systems, Kuwait University Smart Campus  
Developing PMO processes  
Monitor Project Financial & Budget and raise and risk to project leaders (if needed)  
Maintain/Manage Project action tracker and make sure outstanding actions is closed with appropriate team member (PwC/KUCP)  
Draft Weekly and Monthly Progress Report(s)  
Management of Progress Tracker & Action Tracker  
Consultancy for Design of Security & Communication for All Critical infrastructure at a Defence Port  
Leading overall project delivery for the ICT components including Security Command and Control Center, physical security components, DC/DR infra etc.  
Integrating physical, technological and procedural treatments into a comprehensive and an effective security profile in line with the base security plan.  
Project Lead in Consultancy for Design of Security of Gates and Facility of an Oil Refinery, Kuwait National Petroleum



# Guy Parsonage

## PwC Global Metaverse Leader



### Expertise

- Metaverse Strategy
- Metaverse Platform Strategy
- Metaverse Land Purchase Advisory
- Metaverse COE Strategy
- Metaverse Use Case Acceleration
- Metaverse Educational Advisory

### Education and Certifications

- MBA from Macquarie Graduate School of Management
- BA (Honours) in Business Studies from Liverpool John Moores University

### Professional experience

Guy Parsonage is a Global Metaverse and Experience Consulting leader driving digital transformation, innovation from strategy to execution.

He is an industry pioneer with a remarkable record in agency leadership, experience design and strategy consulting. Guy is a highly experienced business leader, passionate culture-builder and facilitator.

His strategy is focused on bringing a human-centred approach to digital transformation, helping solve our clients most important Metaverse related challenges and delivering sustained outcomes.

### Metaverse

Leading a Middle East Smart City Metaverse strategy

Led PwC's first significant build in a public metaverse (The Sandbox)

Led the strategy and build for a significant Middle East government agency

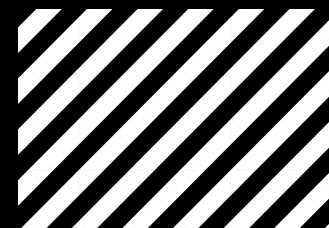
Led the strategy and build for a Middle East virtual asset regulator

Supporting the the purchase and build of PwC's presence in Decentraland

The creation of a metaverse Centre of Excellence

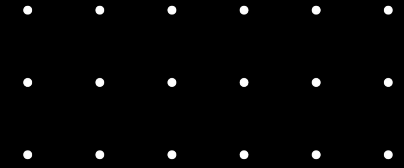
Negotiated multiple virtual land purchase deals

Leading a Metaverse Education platform strategy





# PwC Media Contacts at LEAP



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