

# AMER IQBAL

Founder, CEO and Author  
The 5 Ways to Innovate

*Helping organisations reimagine  
their future in a rapidly changing  
digital economy*



# AMER IQBAL

## about

Amer Iqbal is an advisor on **innovation** and **digital transformation**. He is the **Founder & CEO** of 5 Ways to Innovate, a firm that advises companies on their **corporate innovation strategy** in order to simplify and maximize the effectiveness of their innovation investments.

He was formerly the Head of Digital Transformation, APAC, at Facebook, based in Singapore. Previously Amer helped to scale **Deloitte Digital** from the ground-up to become the leading digital creative consultancy in the region. Before that he was General Manager & Head of Strategy at **Deepend**, one of Australia's leading independent digital agencies. Over the past 18 years, he has also built several successful startups.

He has guided dozens of Fortune 500 companies to build their businesses of tomorrow, and as a **keynote speaker** has spoken to over 20,000 business executives. He is also the **author** of the upcoming **book *The 5 Ways to Innovate*** and hosts the **podcast *Riding the Wave of Innovation*** podcast.



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## about

Amer helps organisations think, act and behave more like a startup in order to reimagine their future in a digital economy.

He was a finalist for 2011 Young Executive of the Year and has been featured in numerous publications including **Australian Financial Review**, **Economic Times**, **HRM Asia**, **AdNews** and **WARC**. He has lectured at University of NSW and UTS, mentored at Sydney Marketing Society and delivered **executive coaching** at several MNCs.

Amer is regularly engaged as an **industry thought leader**, **speaker**, and **facilitator**. He has delivered **keynotes** and **workshops** to companies including **Meta**, **DBS**, **CBRE**, **KPMG**, **Fujifilm**, **Sing Life**, **UOB**, **PLDT**, **M1**, **CapitaLand**, **Deloitte**, and **American Express**.



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## Speaking topics

**Five Ways to Innovate:** Every organisation is investing in innovation, but the ugly truth is that very few know where they should be placing their bets. From our experience with hundreds of companies across many geographies, we have observed five typical ways that corporates approach innovation – the problem is choosing which one is right for you. The 5 Ways to Innovate is a simple framework that helps organisations learn from the world's best innovators in order to build for the business of tomorrow.

**Adopting AI :** *Adopting AI* is an immersive session designed to take leaders on a journey into the depths of what it looks like to operate at the cutting edge of AI technology, and then bring them back again to the practicalities of putting AI to use. The result is a learning experience that equips leaders with the mindset and practical tools they need to get the most out of AI and get on top of the trend today.

### **Mastering the art of change from within:**

The innovator's dilemma showed us that success can make us resistant to change, even when we know it's in our best interests. This session will reveal some of the secrets used by the most innovative companies in the world in order to reinvent themselves. Participants will walk away with a simple framework that will help them become black belts in embracing change, co-creating the future and building the business of tomorrow.

**Let's Get Digital:** Digital transformation is a lot like buying a Ferrari. Without investing in people, no one knows how to drive it. Without investing in the process, there is no manual to service and maintain it. Without *investing* in data, there is no fuel to make it move. Without these things, the Ferrari stays parked in the driveway. It looks good but goes nowhere. And when everyone is following industry best practice, all of your neighbours have the same Ferrari parked in their driveways too.

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## Speaking topics

### **Building a Winning Innovation Business Case:**

In an era where blockchain, Web3, Metaverse and Generative AI have all exploded in the space of just a few years, the leaders of today need a new toolkit. How can you make intelligent innovation decisions when the next disruption is always waiting just around the corner? We have decoded what makes the best of them work in order to help corporate leaders make smarter investment decisions to stay ahead of the curve and not be left behind by their competition.

### **From “Better Websites” to True CX:**

Most organisations are currently investing in some form of customer centricity initiative. However, very few leaders are willing to rate their organisation as having achieved a sufficient level of customer centricity. In order to turn the tide of increasing wasted investment and executive burnout, we explore some practical structural and operational changes that can be made in most organisations to drastically improve the effectiveness of their CX investments and truly put the customer at the heart of their business.

### **Unlocking the power of partnerships to ride the wave of change:**

One of the most underrated approaches in building the business of tomorrow is unlocking the power of the partnership’s ecosystem. In this interactive session Amer Iqbal will share stories from his work as an innovation coach to Fortune 500 companies, his time leading transformation efforts at Meta, and his lifelong obsession with NBA basketball. Along the way he will uncover some practical strategies that leaders can implement to make sense of exponential change and how to remain proactive while everyone else plays catch up.

### **Step into the Metaverse:**

Amer Iqbal developed Meta’s enterprise readiness model for the Metaverse and through the process he uncovered a series of big myths that are pervading the industry. By clearing the clutter and focusing on a readiness model, this topic helps corporates make sense of what their metaverse strategy should be and develop a pragmatic roadmap in order to move in the right direction.

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## key facts

Currently ...

- **Founder & CEO**, 5 Ways to Innovate
- **Author**, 5 Ways to Innovate
- **Podcast Host**, Riding the Waves of Innovation
- **Keynote Speaker, Moderator, Thought Leader**

Formerly ...

- Head of Digital Transformation, APAC, **Meta (Facebook)**
- Director of Digital Strategy & Innovation, SEA, **Deloitte Digital**
- General Manager/Head of Strategy, **Deepend**
- MBA from **University of Technology, Sydney**, and a Post Graduate Certificate in International Business from **Columbia Business School**

Flies from **New York**

Speaks to audiences around the world, addressing conferences, client forums and management meetings



## Sample speaking topics:

- 5 Ways to Innovate
- Step into the Metaverse
- Mastering the art of change from within
- Let's Get Digital
- From "Better Websites" to True CX
- Building a Winning Innovation Team
- Unlocking the Power of Partnerships
- Building a Winning Innovation Business Case

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## what people say

*“Amer, spoke at an industry **thought leadership** event we hosted at Meta. He was **excellent!** He has a diverse and eclectic background that he leans on to generate an **original** point of view. His delivery has a **brilliant** mix of thoughtful consultant and entrepreneurial flair.”*

Carlos Palacios, Strategic Connections Planning Leader, APAC, **Meta**

*“Amer is a **true expert** in the field of innovation, and his insights and ideas always leave a **lasting impression!** He speaks with great **clarity** and **enthusiasm**, sharing stories from lived experiences that really hit home in terms of relevance. Amer is a **master storyteller** and is great at breaking down complex concepts into easy-to-understand language. If you are looking for a speaker to **engage, provoke** and **inspire** creative thinking, Amer is definitely your guy!”*

Miri Stephanie, Senior Manager, **Deloitte Consulting**

*“Amer is one of the **most requested speakers** at Deloitte events and our audiences always ask for more. He recently spoke at our town hall and gave a highly **entertaining** talk on the topic of unlocking our team’s superpowers at work. The audience feedback was **overwhelmingly positive**, and everyone left **inspired**. Always an absolute pleasure to work with, we’d love to have him back any time!”*

Svein Grande, CEO and Managing Director, **Deloitte Consulting Philippines Delivery Centre**



### Useful links for Amer Iqbal:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Video Channel >> [Watch Videos](#)



Andrew Vine  
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Exclusive Agency

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