



Asma Shabab

Asma Shabab is an innovation strategist and foresight expert who helps organisations harness emerging technologies to future-proof their strategies. With over 15 years of global experience, she equips leaders to decode signals of change and transform uncertainty into opportunity.

KEY TOPICS

- The AI-Powered Economy: Turning Disruption into Opportunity
- Harnessing Foresight: Decoding the Signals of Change
- Building Innovation Cultures That Last
- The Growth Switch; From Vision to Velocity
- Web3, Metaverse and Beyond: What's Next for Business
- Purpose, Diversity and Human-Centred Transformation

BIOGRAPHY

Introduction

Asma Shabab is an innovation strategist, foresight expert and founder of 21P Consulting. She specialises in helping organisations identify technological, demographic and geopolitical shifts and translate them into actionable strategies. With a focus on exponential technologies such as AI, blockchain, Web3 and the metaverse, she empowers leaders to move beyond simply navigating disruption to actively shaping it.

Professional Background & Credentials

Asma brings more than 15 years of experience advising Fortune 500 companies, governments and global institutions. She has designed innovation labs, developed go-to-market strategies, and delivered product-market fit for emerging technology solutions. Before founding 21P Consulting, she led innovation and emerging technology initiatives at Accenture and IBM. At IBM, she established herself as a thought leader in AI and IoT, while at Accenture she spearheaded projects such as a metaverse world launched for a regional energy company at the World Economic Forum and an AI-driven gamified travel platform. Her early career included work in public policy, behavioural change and brand strategy, giving her a broad perspective on how innovation intersects with people and culture. A Fulbright Scholar, Asma earned a Master's in Public Relations at the University of Southern California and holds degrees in business from the Institute of Business Administration, Pakistan, where she was a Siemens Scholar.

Speaking Style & Audience Value

Asma is an engaging and dynamic speaker who combines evidence-based foresight with powerful storytelling. Known for her clarity in decoding complex ideas, she inspires audiences to see change as an opportunity rather than a threat. Her sessions are tailored to each audience and can take the form of keynotes, workshops or executive briefings. Audiences value her ability to connect cutting-edge technology trends with practical business applications. She challenges leaders to rethink their assumptions, embrace diversity and harness purpose as a driver of transformation.

Awards & Recognition

- Fulbright Scholar (University of Southern California, USA)
- Siemens Scholar (Institute of Business Administration, Pakistan)
- IBM Global Business Services Eminence & Excellence Award in Innovation (2020)
- Featured in *The BrandBerries* "Women to Watch: Rule Breakers" (2019)
- Women in Marketing UK - 2nd Place, Inspirational Leader in Customer Experience
- Recognised as an IBM Big Thinker

Additional Roles & Contributions

Asma serves on the boards of the Mobile Marketing Association (MENA) and the CMO Council (MENA). She is a frequent contributor at international events such as the Dubai Metaverse Assembly, World Energy Summit, Sync Digital Summit and Women in STEM conferences. [Contact us now](#) for more information on how Asma can help your organisation harness emerging technologies, embrace innovation, and turn disruption into opportunity.