

GLOBAL #1 ORGANIZATIONAL CULTURE THINKER ARTHUR CARMAZZI TO OPEN THE 12TH ANNUAL HR TECH MENA SUMMIT 2026 IN DUBAI

Under the theme The Era of Execution: Where AI Gets Human, the region's most influential HR and technology leaders will converge on 9-10 September 2026.

DUBAI, UNITED ARAB EMIRATES, August 10, 2026 /EINPresswire.com/ -- QnA International today announced the full lineup for the 12th Annual HR Tech MENA Summit 2026, taking place 9-10 September 2026 at the Waldorf Astoria Dubai Palm Jumeirah. Under the theme The Era of Execution: Where AI Gets Human, this year's summit brings together the region's most visionary CHROs, technology pioneers, and business leaders to move the AI conversation beyond hype and into measurable, human-centered execution.

For more than a decade, HR Tech MENA has been the region's definitive stage for HR transformation, where bold ideas evolve into strategy, and strategy translates into performance. The 2026 annual arrives at a pivotal moment: as agentic AI reshapes the workplace, the summit will ask the question every HR leader in the region is grappling with: how do organizations scale intelligent systems without losing the human core that makes them work?

OPENING INTERNATIONAL KEYNOTE: GLOBAL #1 ORGANIZATIONAL CULTURE THINKER, ARTHUR CARMAZZI



GLOBAL #1 ORGANIZATIONAL CULTURE THINKER
ARTHUR CARMAZZI TO OPEN THE 12TH ANNUAL HR
TECH MENA SUMMIT 2026 IN DUBAI

Setting the tone for the two-day summit is its Opening International Keynote speaker, Arthur Carmazzi, ranked for the third consecutive year (2024, 2025, and 2026), the World's #1 Thought Leader in Organizational Culture and among the Top 13 global voices in Leadership.

Carmazzi is a bestselling author, the founder of DC Psychology, a proprietary framework for group dynamics, and the architect of the Amazon #1 bestseller GAME ON:

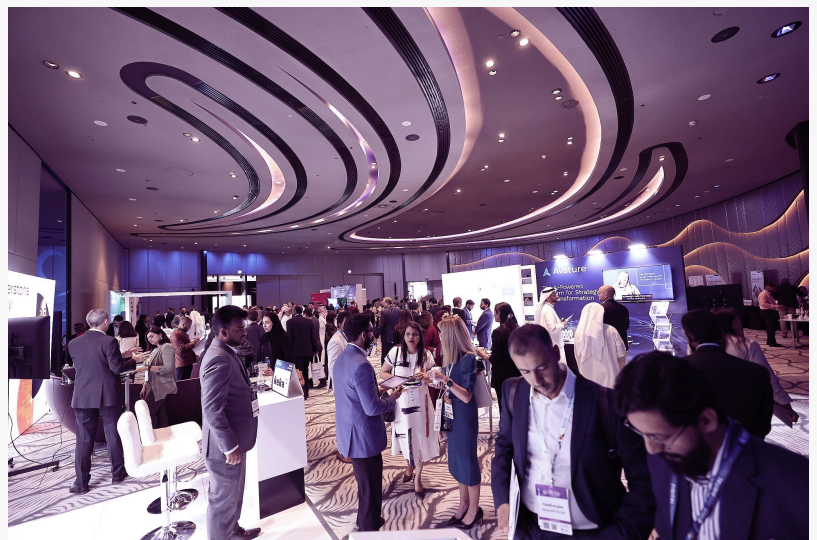
Reinventing Organizational Culture with Gamification, alongside his more recent work, The Little AI Book of Organizational Culture Change. He is also the creator of the Psychology-Based, AI-Powered Human Resources Metaverse and the "Journey to The Future" organizational AI learning boardgame, tools that place him at the rare intersection of behavioral psychology, gamification, and applied AI.

That intersection is exactly where his HR Tech MENA keynote will live. As Carmazzi put it, "AI will not take your job. Your unwillingness to lead it will."

Looking ahead to the region, Carmazzi is direct about where he sees the real risk. "The biggest challenge across the GCC is that people are using AI to become lazy rather than to become better," he says. "Humans need to understand how to lead, to build stronger work environments, not sit back and let AI do mediocre work on their behalf." He points to a second, less obvious obstacle: organizations bolting AI onto old habits instead of building a genuine partnership between people and technology. "The real work is getting cultures to adopt an AI and human partnership mindset, rather than throwing AI at problems and expecting people to figure out how to use it productively."

On what delegates should expect from his session, Carmazzi is equally candid about the myths he intends to dismantle on stage. "Give AI the right human data and the right leadership, and it will make people better versions of themselves. Get the mindset wrong, and it will make them mediocre," he says, before turning to gamification, a theme close to his own bestselling work. "Gamification is not about play. It is performance measurement that happens to be fun, and done properly it can turn lower performers into higher performers."

He is equally clear-eyed about where the technology is heading next. "The agents of the future will not just execute work. They will study us and coach us to reach our own potential," Carmazzi says, describing the shift toward autonomous, agentic AI as the single development set to



ANNUAL HR TECH MENA SUMMIT

redefine HR strategy across the region over the next 12 months.

Delegates can expect a keynote that is equal parts provocation and playbook, challenging comfortable assumptions about AI in the workplace while offering a concrete, psychology-based framework for putting agentic AI to work for people, not instead of them.

A REGIONAL POWERHOUSE LINEUP

Carmazzi's keynote sets the stage for a packed two-day agenda featuring HR and technology leaders from across the region's most influential organizations, including FAB, Emirates NBD, Elsewedy Electric, United Arab Bank, Hilton, Miral, NEOM, Aster DM Healthcare, Yum! Brands, the Department of Finance, Dubai Government, UAE Space Agency and many more. Across two focused streams, "Coding the Future of Work, One Employee at a Time" and "Building a Culture of Learning with AI Mastery," the summit will dig into agentic AI in HR, ethical AI governance, workforce prediction analytics, generational integration, employee experience, and the leadership mindset required to make transformation stick.

THE NUMBERS BEHIND THE REGION'S MOST TRUSTED HR PLATFORM

Over more than a decade, HR Tech MENA has grown into the region's largest gathering of HR decision-makers and technology providers under one roof. The 2026 annual brings together 400+ HR and IT leaders and 30+ leading HR solution providers and consultants, alongside a packed roster of CHROs, CTOs, and C-level speakers from banking, government, hospitality, healthcare, and energy, over two full days of high-density networking designed to turn conversations into deals.

WHAT SETS 2026 APART: THE HR TECH VANGUARD

Where past annuals tracked emerging trends, HR Tech MENA 2026 is built around the ideas actually defining the next 12 months of HR strategy. The agenda's "HR Tech Vanguard" spotlights the shifts already reshaping how the region's biggest organizations operate: agentic AI moving from automation to autonomous systems that act, decide, and optimize workforce outcomes in real time; the hard truth that nearly 70% of digital transformations fail on culture and change alignment, not technology; the leadership mindset required to unlock AI's full potential responsibly; and the workforce analytics, generational alignment, and succession planning needed to keep talent pipelines future-ready. This is what differentiates HR Tech MENA from a standard conference agenda: it isn't a showcase of trends to watch, it's a working session on the trends already in motion.

EVENT DETAILS

Event: 12th Annual HR Tech MENA Summit 2026

Theme: The Era of Execution: Where AI Gets Human

Dates: 9-10 September 2026

Venue: Waldorf Astoria Dubai Palm Jumeirah, Dubai, UAE

Register: hrtechmena.com

Rutuja Naimish

Waffle Communications

+971 55 428 8496

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/933070936>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.