



Transformative Digital Project of the Year 2025

DHL Qatar Board AI Literacy Transformation

Executive Summary

A Groundbreaking Initiative

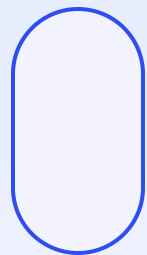
In 2025, DHL Qatar launched a groundbreaking initiative to become the first company in Qatar – and one of the first in the GCC – to make its entire Board of Directors fully AI-literate. This project went beyond technical adoption: **it redefined governance, leadership, and long-term strategy in the age of AI.** By embedding AI literacy at the highest level of decision-making, I helped DHL Qatar position itself as a digital pioneer in the logistics and supply chain sector.

Training Provider: Ina Nistoras, AI Transformation Director

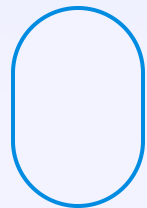




Problem Statement



While many organizations invest in AI technologies, leadership often lacks the knowledge and confidence to guide transformation. This gap creates risk: companies may adopt tools without strategy, or miss opportunities due to hesitation at the board level.



True digital transformation starts with leadership alignment and literacy.

DHL Qatar recognized that true digital transformation starts with leadership alignment and literacy.

The Initiative

Scope

Delivering a comprehensive AI C-Level Training Program tailored to DHL Qatar's Board of Directors.

Format

Interactive workshops, case studies, hands-on sessions with AI tools, and GCC-relevant regulatory/ethical discussions.

Duration

Multi-phase rollout over several weeks, ensuring retention and strategy embedding.

Focus Areas:

AI fundamentals for decision-makers

Sector-specific applications in logistics, supply chain, and customer engagement

Governance, compliance, and responsible AI use

Strategic frameworks for ROI-driven AI adoption

Execution

1

Collaborative Design

Training co-developed with AI business consultants and DHL Qatar's leadership.

2

Practical Approach

Real DHL scenarios used to illustrate AI use cases.

3

Board Engagement

Active workshops where directors tested AI tools, debated applications, and designed pilot strategies.

4

Measurement

Knowledge pre- and post-assessments, plus a "board-level AI strategy blueprint" created as an output.

Results & Impact



100% Board AI Literacy

All directors trained and certified in AI for business leadership.



Strategic Alignment

DHL Qatar now has an AI strategy signed off at board level, ensuring alignment from the top down.



Regional First-Mover

DHL Qatar became the first company in Qatar, and one of the first in GCC, with a fully AI-literate board.



Results & Impact (continued)

Cultural Shift

The project fostered an innovation-first mindset across leadership, influencing the wider organization.

Scalability

The framework can be replicated for other DHL entities and organizations globally.

Why This Project is Transformative



Leadership-Centric Transformation

Unlike typical digital projects (cloud, analytics, cybersecurity), this project addressed the root of digital transformation: governance and leadership culture.



Sector Impact

Sets a new standard for logistics and supply chain leadership in the region.



Sustainability

AI adoption is no longer a tech initiative, but a board-driven business strategy.

The background of the slide is a stylized, futuristic cityscape, likely representing Dubai, with various skyscrapers and architectural landmarks. The scene is overlaid with glowing blue and white digital lines, suggesting a high-tech or digital theme. The overall color palette is dominated by soft purples, blues, and whites, creating a modern and innovative atmosphere.

Conclusion

A Model of Transformative Digital Leadership

The DHL Qatar Board AI Literacy Transformation is a model of transformative digital leadership. It demonstrates that true innovation starts with leadership, creating the foundation for sustainable AI adoption. By empowering its Board of Directors, DHL Qatar has redefined what digital excellence looks like in the GCC.