

# BRAND LEADERSHIP IN THE AGE OF AI

## WORKSHOP

BY SUTAPA BHATTACHARYA

**12<sup>TH</sup> AUGUST, 2026**  
**KLGCC CONVENTION CENTRE**  
**ROOF GARDEN**



APPROVED HRD CORP  
TRAINING PROGRAM  
NO 10001716318



# BRAND LEADERSHIP IN THE AGE OF AI



We are entering an era where traditional sources of competitive advantage are rapidly eroding. AI is transforming business models, consumer expectations are evolving faster than ever, and brands are increasingly expected to create both commercial and societal value.

Success will no longer come from better advertising alone, but from the ability to integrate brand, technology, innovation, and customer experience into a unified growth system.

This training explores how organizations can leverage AI, reinvent branding, redesign portfolio strategies, and create future-ready businesses that thrive amid disruption.



**The future  
belongs to  
organizations  
that can  
seamlessly  
connect:**

**AI Intelligence +  
Human Creativity  
+ Brand Purpose  
+ Business  
Innovation**



## WHO SHOULD ATTEND

The branding masterclass is tailored for professionals looking to master brand strategy and innovation in a dynamic marketplace. This includes marketing and branding heads, CMOs, CEOs, digital strategists, product managers, creative directors, and entrepreneurs.

It's particularly valuable for senior executives and business leaders who are responsible for building brand equity, driving brand-led growth, and navigating the complexities of branding in the digital age.

The session is also relevant for those looking to align their brand with social values, create impactful brand narratives, and implement branding strategies that can scale in a crowded and competitive environment.



# BRAND LEADERSHIP IN THE AGE OF AI



## KEY LEARNING OUTCOMES

Participants will leave with the ability to:

- Understand how AI is reshaping competitive advantage
- Build AI-powered marketing and customer engagement systems
- Future-proof brands against disruption
- Identify opportunities for category creation and market leadership
- Design portfolio strategies that unlock future growth
- Integrate brand, technology, and innovation into a single growth model
- Develop an organizational roadmap for business reinvention
- Lead transformation with confidence in an AI-driven economy

# TRAINER'S PROFILE



## **SUTAPA BHATTACHARYA** MANAGING PARTNER, ATHENATECH.AI

Strategic Brand, Marketing &  
Communication Consultant  
and Trainer

An Economics major and Business Graduate from Wharton, Sutapa is an award-winning Brand Specialist, and recognised marketing and communication veteran of more than 29 years in marketing research, media, strategic communication, advertising, and branding across Asia and the Middle East for local, multinational, and regional clients with previous stints in Nielsen/Kantar (marketing research), JWT, Grey and Leo Burnett. She has spent 22 years in Malaysia, starting with Leo Burnett, as Head of Strategy. Thereafter, she joined the Malaysian utility giant – Tenaga Nasional as General Manager and Head of Corporate Communication.

In this role, she was instrumental in revitalizing utility-energy company, TNB (Tenaga Nasional). Sutapa launched the Energy Efficiency Campaign, the Sustainability Roadmap and related brand and strategic initiatives – GSparx, e-mobility, smart meter rollout, launch of the Hokita platform, Tenaga Gallery, Energy Night Run, etc., completely new initiatives, contributing to an increase in TNB's brand value by +70% and lifting the brand from rank 24 to 16 among global utility players.

She was also responsible for framing the brand purpose of Better. Brighter and rolling it down across the organization. As Managing Director with DIA Brands, a regional brand consultancy where she successfully rebranded Malakoff Corporation Berhad, IJM, MISC, MERCY and launched Pacific Senior Living and won the PETRONAS business yet again.

Over the years, she has worked on various categories and major brands – from Finance, F&B, Energy, Real Estate and more. She has accumulated multiple industry awards and for consecutive years – Effies, Appies, Dragons, Campaign Asia, 4 times Brand Consultancy of the Year, Malaysian Chief Marketing Officer of the Year etc.

Sutapa regularly contributes to various marketing publications, is a known speaker at marketing conferences and conducts regular Brand Planning workshops for the marketing industry. In 2022, she was named Chief Marketing Officer in Malaysia. She is a regular judge at the Effies. Sutapa is also an Adjunct Professor for Taylor's University and Saito University as well as on the Industry Advisory Panel.

And was a Council Member of the 4as She is noted for her deep understanding of human behavior and insight generation that helps to craft the most effective communication strategies driving behavior change and brand relationship building. Her tenure in Tenaga and LB working with Maybank and Petronas provided valuable insights and experience in managing communication with the masses and rural audiences as well stakeholder engagement with Govt and regulators.

In recent years and in her new role, she has explored the impact of AI on branding, weaving it effortlessly into her own projects and consultancies, thereby carving out a new space in the world of advertising and branding. Everyone uses AI in their work nowadays. But making it work for brand leadership and business success is her aspiration for the clients she works for.

# THE AGENDA



8:30 – 9:00 AM

Registration & Networking

## **PART I: THE FUTURE OF MARKETING & COMPETITIVE ADVANTAGE**

9:00 – 9:30 AM

### **The New Reality: Forces Reshaping Business**

Topics:

- AI disruption and intelligent automation
- Economic uncertainty and inflation
- Sustainability and stakeholder capitalism
- Platform economies and ecosystem competition
- The shift from product-centric to experience-centric growth

Key Question:

How will organizations compete when technology becomes accessible to everyone?

9:30 – 11:00 AM

### **AI AS STRATEGY:**

#### **Reinventing Competitive Advantage**

Moving beyond AI as a productivity tool toward AI as a strategic growth engine.

Topics:

- The evolution from Digital Transformation to AI Transformation
- How AI is changing competitive advantage
- Building AI-enabled organizations
- Predictive intelligence and decision-making
- Hyper-personalization at scale
- AI-driven customer experience design
- Human creativity + machine intelligence

Executive Framework:

The AI-Powered Growth Engine

Interactive Exercise:

Identifying AI opportunities across the customer journey

11:00 – 11:15 AM

### **Coffee Break**

11:15 AM – 12:30 PM

### **Future Marketing Systems**

Topics:

- From mass marketing to precision engagement
- Marketing automation and predictive targeting
- Blockchain and trust ecosystems
- IoT-enabled customer experiences
- Metaverse and immersive engagement
- Measuring ROI in an AI-powered world

Workshop:

Building your AI-enabled marketing ecosystem

12:30 – 1:30 PM

### **Lunch**

# THE AGENDA



## PART II: REINVENTING BRANDS FOR THE FUTURE

1:30 – 3:00 PM

### BEYOND THE BRAND:

#### What's Next for Branding in a Changing World

As technology accelerates, brands must become more human, meaningful, and adaptive.

Topics:

- Why branding matters more in the age of AI
- The shift from identity to experience
- Building trust in a synthetic content era
- Brands as communities and ecosystems
- Purpose, sustainability, and societal relevance
- The future of emotional connection
- Brand authenticity versus algorithmic influence

3:00 – 3:15 PM

### Coffee Break

3:15 – 4:15 PM

### GROWTH BY DESIGN:

#### Reinventing Portfolio Strategy for the Future

Future growth will come from creating new demand, not simply competing for existing demand.

Topics:

- Portfolio strategy in volatile markets
- Category disruption and creation
- Subcategory strategy and uncontested markets
- Innovation beyond product development
- Managing mature, growth, and emerging businesses
- Balancing short-term revenue and long-term growth

4:15 – 5:30 PM

### BUSINESS REINVENTION:

#### When Brand, Demand, and Technology Converse

The organizations that win will align brand strategy, customer demand, and technology capabilities into one integrated growth model.

Topics:

- The convergence of brand, marketing, innovation, and technology
- Business model transformation
- Building customer-centric growth ecosystems
- Reinvention versus incremental improvement
- Organizational capabilities for future growth
- Leadership in an AI-driven economy
- Participants develop:
  - Key growth opportunities
  - AI transformation priorities
  - Brand evolution initiatives
  - Innovation and portfolio priorities
  - Capability-building roadmap

5:30 – 6:00 PM

### Executive Blueprint Clinic & Q&A

Selected participants receive strategic feedback on:

- Marketing strategies
- Brand positioning
- Portfolio opportunities
- AI implementation plans
- Business reinvention priorities



# REGISTRATION FORM

APPROVED HRD CORP  
TRAINING PROGRAM  
NO 10001716318

## CONTACT PERSON INFORMATION

FULL NAME : \_\_\_\_\_  
 NRIC NUMBER : \_\_\_\_\_  
 DESIGNATION : \_\_\_\_\_  
 ORGANISATION : \_\_\_\_\_  
 CONTACT NUMBER : \_\_\_\_\_  
 EMAIL : \_\_\_\_\_  
 ADDRESS : \_\_\_\_\_  
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## PARTICIPANT DETAIL

FULL NAME : \_\_\_\_\_  
 (AS PER IDENTITY CARD)  
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**DATE**  
12<sup>th</sup> August, 2026  
**TIME**  
8.30 - 5.30 PM  
**VENUE**  
KLGCC Convention  
Centre, Roof Garden

**ADMISSION FEE**  
RM2,000 +  
8% SST per pax



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**Registration & Payment for Non HRD Corp Employer**

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.

Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

**Registration & Payment for HRD Corp Employer**

- HRD Corp employers must apply for the HRDC Training Grant – Public Training via the e-TRiS portal under HRDC Claimable Courses (SBL Khas).
- Employers must obtain HRDC Training Grant approval for the Public Training at least **three (3) calendar days before the Event Date**.
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice

the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.