Asif Sabir
Chief Technology Officer
GoBazzar.com

With over 24 years of international experience, Asif is a highly accomplished CEO and Technology Director, expert in providing innovative transformation solutions for multinational organisations within the Utilities, Government, Technology, Retail, Education and Financial sectors.

As the Chief Technology Officer at GoBazzar.com and Chief Executive Officer for myLearningKey Training Institute, Asif is focused on driving operations as well as delivering the business development and growth strategy, working with all professionals across both an industry and corporate level. Skilled in orchestrating continuous improvement, leading change management, and driving revenue and market share growth. Asif has proven his ability in building efficient, globally-dispersed teams that optimise client support and complete complex, IT projects.

With the combination of various Systems Engineering and Operational roles, early on in his career Asif firmly established a solid grounding of the technical knowledge needed to effectively manage complex transformation projects.

As Asif's career developed, he moved into systems infrastructure and global service delivery roles, where he began to build a clear understanding of how to resolve project conflicts and expedite cross-functional dependencies as well as manage relationships with multiple stakeholders. During his tenure with MSCI as VP Global Head of Managed Services he directed transition of a support team from ad hoc to full-service operation maximising synergy, implementing best practices, and introducing standardized operating principles.

Today, Asif has both the passion and expertise to deliver innovative technology, training and consultancy across operations, strategy, business transformation, cloud services and emerging technologies, which in 2018 was further demonstrated by joining DataPillar as Director Technology and Solutions, helping clients in their digital transformation, implementing AI, Data and Cloud solutions and through London School of Ai educating business professionals to make a positive impact through technology. In 2020 he was appointed as CTO for GoBazzar.com in UAE, an online digital platform allowing consumers to compare products from leading online retailers, leading and manging the company's technology development and infrastructure.

Having built a market leading reputation, Asif has also been asked to work with Reuters and contribute to their internal innovation university, a global initiative to train and educate staff on block chain, big data and AI, designing an ongoing annual programme to be delivered to both technical and non-technical staff, engendering staff to hold intelligent conversations with their clients, thereby maintaining their position as a market leader.

In March 2018, Asif was invited by the Bahrain Government to work with the Bahrain Institute of Banking & Finance and provide them with a new technical framework programme in blockchain, AI, Cloud & big data.

The culmination of Asif's experience to date means he can manage operations on a global scale, deliver strategy for business development and facilitate continuous achievement of growth targets that both meet and exceed expectations whilst simultaneously engender an acute understanding of client goals and how to achieve them.