

Abdullah
VERACHIA

GLOBAL FUTURE STRATEGIST | INTERNATIONAL SPEAKER | DISRUPTOR | BUSINESS SCHOOL FACULTY | BOARD MEMBER | CEO

BRIEF PROFILE



SPHERE OF INFLUENCE

CURRENT POSITIONS

- CEO of The Strategists
- Senior Faculty at GIBS
- GIBS Programme Director: Harvard Senior Executive Programme for Africa
- Co-Founder of Digicars - a disruptor in the motor industry

BOARD & ADVISORY POSITIONS

- General Electric Southern Africa {Board and Leadership Council}
- University of Pretoria Think Tank on the Future of Work
- Gauteng Vision 2055 task team
- Gauteng Innovation Advisory Board
- Education Africa (Chairperson of the Board)
- Penryn College Council
- Appointed by the Minister of Trade and Industry as a judge for the South African Premier Business Awards
- General Electric Supplier Development Trust {Trustee}
- South African Model United Nations {Chairperson}
- FirstRand India Management Board {resigned in July 2014}
- Advisor to the Organisation for Economic Cooperation and Development's {OECD's} Development Centre on the 2011 edition of the African Economic Outlook, focusing on Africa and its Emerging Partners.

PREVIOUS POSITIONS

- Executive: International at Rand Merchant Bank
- Member of the management board of FirstRand India
- Co-founder and Partner at Frontier Advisory {acquired by Deloitte in 2015}

AWARDS

- Selected for the Brightest Young Minds in South Africa
- Presented with the 15-year excellence award for his contribution towards and development of the Model United Nations
- Awarded honorary member of the Golden Key International Honour Society

JOURNEY

Abdullah serves as the CEO of The Strategists where he plays an active role in assisting companies and organisations craft competitive future strategies. He has significant expertise in strategy, competitiveness and sector trends and facilitates a number of high level strategy sessions and breakaways for companies and governments and also speaks globally in this area. He led the team that crafted the 2017 - 2030 Gauteng Economic Development Strategy with the Premier and Executive Council. He also led the 2017 Mauritius Competitiveness foresight strategy, He also plays a lead role on the Oxford University and Gates Foundation programme on South Africa in a Digital Age.

Having presented and consulted in over 60 cities globally Abdullah has been recognised as a leading speaker, disruptor, strategist and thought leader on competitiveness and the interplay between strategy and disruptive innovation. His experience make him a sought after global speaker in these areas. In December 2017 Abdullah received a standing ovation at the acclaimed TEDx Euston in London. Abdullah was also asked to be the keynote speaker at the 2018 World Speech Day.

Abdullah has built a number of disruptive and truly innovative companies. He is thus able to fuse experience, insight, strategy and expertise into a beautiful tapestry that has relevance and application to companies and organisations around the world.

He holds a Bachelors in Law and a Masters in Management (cum laude). He has also completed executive programmes on strategy and shared value and also on Competitiveness, with Professor Michael Porter's Institute of Strategy and Competitiveness, at Harvard Business School. He also completed an executive programme at University of Oxford's Said Business School as well as an executive programme on broadcast technology at Columbia Business School.

He has presented around the world to leading listed firms, international organisations and governments including in Beijing, Shanghai, Shenzhen, Mumbai, Bangalore, Delhi, Singapore, Kuala Lumpur, Hong Kong, Accra, Dar Es Salaam, Nairobi, Frankfurt, Munich, Copenhagen, Madrid, Paris.London and New York. He has been asked to present at some of the world's leading institutions including the School of Public and International Affairs at Colombia University in New York, Tedx Euston, the OECD in Paris and Casa Asia in Madrid amongst others.



“Strategy is the map that Determines where we are going,
Innovation is the fuel that enables us to get there.”

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He has led research, strategy and consulting assignments in an array of sectors including banking, mining, finance, asset management, construction, insurance, legal, audit, FMCG, telecoms, retail and automotive. He has also headed up consulting assignments on behalf of a number of South African Industrial Development Zones and Investment Promotion Agencies. He has also done work on behalf of leading donor organisations and specifically on the intra-emerging market flows between Asia and Africa. He has also advised and engaged with a number of Indian companies entering Africa.

He has participated in numerous high profile Asia-Africa initiatives, private meetings, conferences and delegations and served on a number of initiatives. Abdullah is also a regular media commentator for a number of publications including CNBC Africa, BBC, CCTV, CNN, SABC, Moneyweb, Business Day, SAFM, 702, Al Jazeera, New York Times, Financial Times, Reuters and the Sunday Times.

Abdullah has written the book *Reset, Rewire, Remagine everything - managing and leading in disruption*. Abdullah has also co-authored a book on the commercial corridor between Africa and India as well as "The Book every business owner must read."

Abdullah also serves on a few boards. Companies and organisations have found Abdullah's unique blend of legal, business, emerging market, academic and youth experience to add incredible value to their strategies.

AS A LEADER IN SOUTH AFRICA

Abdullah has been recognised as a visionary young leader who has played an active role in South African society for a number of years. He has been selected as the Mpumalanga youth leader of the year and a finalist for the South African youth leader of the year. He was also selected to be a part of the Brightest Young Minds in South Africa as well as an honorary member of the Golden Key International Honour Society. Abdullah also received an honorary award for 15 years of excellence toward Youth Development and the Model United Nations in South Africa.

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The Strategists

REIMAGINING STRATEGY
FORMULATION & INNOVATION

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