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# AMER IQBAL

Former Head of Digital Transformation at Meta

LONDON  
SPEAKER  
BUREAU

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Amer Iqbal is an innovation consultant and author of the upcoming book “The 5 Ways to Innovate: a pop culture guide to corporate innovation”.

Amer is the former APAC Head of Digital Transformation at Meta (Facebook). Before joining Meta, he helped to scale Deloitte Digital from the ground up to the leading digital creative consultancy in the region. Previously he was General Manager & Head of Strategy at Deepend, a multi-award winning advertising agency in Sydney, Australia. Over the past 20 years he has also built several successful startups and advised dozens of Fortune 500 corporations on their innovation strategy.

Amer was a finalist for 2011 Young Executive of the Year and has been featured in numerous publications including Australian Financial Review, Economic Times, HRM Asia, AdNews and WARC.

He has lectured at University of NSW and UTS, mentored at Sydney Marketing Society and delivered executive coaching across Southeast Asia. He is regularly engaged as an industry thought leader, speaker, and facilitator.

## Topics

- Author
- Digital
- Innovation
- Leadership
- Strategy

### Topics:

- 5 Ways to Innovate
- Step into the Metaverse
- Mastering the Art of Change from Within
- Winning on Purpose
- From “better websites” to true CX
- The Purist and the Pragmatist
- Let’s Get Digital
- Unlock Your Hidden Super Power
- When Information Kills Innovation
- Smash that C-Suite Pitch