



**Mr Raed Haddad**

Managing Director, Asia Pacific, ESI International

**Raed Haddad** serves as managing director of ESI for the Asia-Pacific region. He delivers on ESI APAC's strategic plan by effectively serving clients in the region and increases ESI's presence in markets. Prior to this role, he was based in the US where he was responsible for Global Delivery Services with ESI. Mr. Haddad worked directly with clients to develop innovative training strategies that drive performance improvement and led a global solution that was implemented to measure training effectiveness and **Value of Investment (VOI)** for ESI's clients.

Mr. Haddad's more than 25 years of project management expertise across a range of industries including health care, technology, government, telecommunications and financial services has brought a lot of insights to ESI's clients especially in how organisations can leverage project management for strategic advantages.

Highly respected in the arenas of project management, talent management and measurement, Raed is an in-demand speaker at conferences, events and with executive audiences worldwide.

### Synopsis:

#### ***Raising the Bar: How Organizations must Transform Project Managers into Business Leaders***

To put it simply, it's never been a better time to be a project manager. All over the world, more and more organisations are making substantial investments in the development of their project managers and providing them with career paths that lead all the way to the executive ranks. This trend represents a shift in the way organisations perceive their project managers and, more importantly, the way they perceive their project managers' ultimate potential and contributions.

In this informative presentation, Raed S. Haddad, Managing Director of ESI International APAC, will highlight 5 key organisational best practices to get the most of their project management journey. In addition, Raed will discuss the top five Project Management Competencies required to provide value to the organisation and help your journey to the "Top". From strength in leadership, to communication and business skills, to having a strategic vision, you'll receive a virtual blueprint on how to position yourself for success in a business environment where project managers are more valuable and respected than ever.