



Assist. Prof. Zeki Pagda | Rutgers University, USA

***Six Strategic Ways AI Will Transform Your Business: Navigating the Path to Success—  
But Not Overnight***

Dr. Zeki Pagda is an accomplished academic and industry expert specializing in organizational leadership, management consultancy, and digital transformation. He currently serves as an Assistant Professor of Professional Practice at Rutgers University, where he has been instrumental since 2020. In addition to his teaching role, Dr. Pagda directs the Road to Consulting Program, showcasing his dedication to mentoring the next generation of business leaders. Dr. Pagda's academic journey is distinguished by a Ph.D. in Organizational Leadership and Consulting and an MBA from the University of San Diego. He also holds a Bachelor of Sciences in Molecular Biology and Genetics from Bogazici University in Istanbul.

Throughout his career, Dr. Pagda has taught a diverse array of courses, including Management Consultancy, Leadership, Strategic Digital Transformation, Organizational Behavior, International Business, and Global Management Strategy at both undergraduate and MBA levels. His extensive teaching experience spans prestigious institutions such as the University of San Diego, San Diego State University, and National University.

In addition to his academic accomplishments, Dr. Pagda has extensive corporate experience, having held senior executive roles in multinational corporations. He served as Executive Vice President at Moribus Consulting, General Manager at Carl Kuhne and Henkel Schwarzkopf, and Commercial Director at Nestle Waters, Unilever, AMD and Kimberly Clark. His corporate work includes leading strategic initiatives, managing large teams, and driving significant business growth through innovative marketing and digital transformation strategies.

Dr. Pagda combines his rich academic background with extensive professional experience, having held executive roles in multinational corporations across various sectors, including consumer goods and technology. This blend of academic rigor and practical expertise uniquely positions him to offer valuable insights into the complexities of global business management and strategic transformation.