

AHMAD LALA

AI Enablement & Agent Operations Leader

Human-AI Workflow Design · Multi-Agent Systems · Knowledge Architecture · Enterprise AI Adoption

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PROFILE

AI enablement leader at G42, the Abu Dhabi AI group, overseeing a 9-agent production system for the Marketing & Communications function and designing how people and agents share the work. Brings 20 years across communications and software development, which covers both halves of AI adoption: building and tuning the systems, and bringing people along with them. Strengths: turning AI capability into working workflows, structuring institutional knowledge so agents can use it reliably, and setting the governance that keeps AI output trustworthy.

9

AI agents operated in production via a central orchestrator

10+

employee sessions conducted on how to use AI tools in daily work

51%→85%

positive internal comms sentiment, sustained since 2022

7,000+

learners on my Python programming courses (Udemy)

CORE EXPERTISE

AI & Agents: AI enablement programmes · Multi-agent orchestration & agent operations · Human-AI operating model design · Prompt engineering & prompt libraries · AI output QA, review standards & escalation

Knowledge & Ops: Knowledge architecture for human & AI retrieval · SOP & playbook design · Workflow automation · AI tool evaluation, security & governance

Adoption: Change management · AI training & workshops · Stakeholder engagement · Rollout campaigns · Developer & internal communities

Technical: Python · JavaScript · LLM APIs & integrations · ChatGPT Enterprise · Claude · Intranet platforms (Unily) · Web & SEO

PROFESSIONAL EXPERIENCE

G42 · Abu Dhabi, UAE

Nov 2020 – Present

Manager – AI Enablement & Knowledge Systems, Marketing & Communications

Mar 2026 – Present

- **AI enablement programme:** Lead the move of G42's MarComms function to an AI-native operating model. Turn new AI capability into working workflows, tools and processes for communications, campaigns, events and reporting.
- **Purpose-built agents:** Design and deploy AI agents for defined workstreams across campaigns, launches, events and reporting. Oversee a 9-agent production architecture coordinated through a central orchestrator. As technical operator, test, tune, benchmark and maintain performance across the system, and run quality control on agent-drafted content.
- **Human-AI operating model:** Mapped MarComms workflows step by step as fully automated, AI-assisted or human-led. Defined handoff protocols, quality standards and escalation triggers for sensitive work, and measure agent output against that bar to keep redesigning workflows.
- **Knowledge architecture:** Built and govern the function's structured knowledge base (messaging frameworks, campaign playbooks, crisis protocols and SOPs). Documentation is structured so people can read it and agents can parse it, and captures decision rationale and campaign learnings to speed up onboarding for new hires and new agents.
- **Reusable AI assets:** Build prompt libraries for core comms use cases, from executive messaging and media responses to campaign copy and analytics, along with automation workflows and reusable AI configurations.
- **Tool strategy:** Evaluate and pilot emerging AI tools on capability fit, security, integration and cost, and advise leadership on what to adopt.
- **Adoption:** Run hands-on agent workshops and a multi-platform AI training series with live demos, and provide first-line technical support so AI becomes part of colleagues' daily work.

Internal Communications Senior Specialist (Lead of Function)

Nov 2020 – Feb 2026

- **Internal campaigns:** Spearheaded all internal communications campaigns at G42.

- **Innovation:** Built AI-driven executive assessment dashboards for G42's World Economic Forum delegation. Set up and ran internal communities within G42.
- **Function builder:** Set up G42's internal communications function from scratch: intranet, e-newsletters, virtual events and internal communities. Later developed the launch strategy for the MAG intranet.
- **Measurable engagement:** Lifted positive feedback on internal communications from 51% to 85% in the 2022 engagement survey and held it there. Partnered with HR on campaigns behind three consecutive Great Place to Work certifications.
- **Risk & resilience:** Wrote G42's crisis communications manual and led communications for large events, including GITEX.

Expo 2020 Dubai · Dubai, UAE

Nov 2017 – May 2020

Internal Communications Manager

- Led the creation of Expo 2020's intranet and launched the employee e-zine, building the digital channels for a fast-growing workforce.
- Shaped the organisation's internal tone of voice and led flagship campaigns including Sustainability Week, Innovation Week and the Expo 2020 Volunteer Recruitment campaign.

First Gulf Bank (now First Abu Dhabi Bank) · Dubai, UAE

Sep 2015 – Oct 2017

Internal Communications Manager

- Built and ran the FGB intranet, managed the external website (Sitecore CMS), and reported monthly channel analytics to senior management.
- Drove change communications through the FGB–NBAD merger, bringing two workforces together under one internal communications strategy.

ITP Publishing · Dubai, UAE

Apr 2012 – Aug 2015

Editor, Aviation Business Middle East (2014–15) · Editor, Logistics Middle East (2012–14)

- Produced 90+ features and news articles a month across print and web. Ran editorial strategy and the digital channel for aviationbusinessme.com, covering SEO, social media and a daily newsletter. Managed an annual industry conference and worked with sales to hit revenue targets.

Earlier career (2004 – 2012)

- Learning & Development Manager (English), General Authority of Civil Aviation, Jeddah: designed training for air traffic controllers and conducted ICAO proficiency testing.
- Marketing & Corporate Communications Manager, Realm Security Solutions, South Africa · Sports Reporter, Arab Media Group (Emirates Business 24/7), Dubai · Sports Reporter & Sub-editor, Independent Newspapers, Johannesburg.

INDEPENDENT AI WORK

Founder & Editor, chatgptguide.ai

- Runs a publication of tested AI workflow blueprints, prompt systems and stack guides, relaunched in 2026 around agent and automation blueprints. The original run reached 20,000+ monthly readers.

Instructor, Udemey

- Created two Python programming courses taken by 7,000+ learners. Builds own AI automations, LLM integrations and browser tools in Python and JavaScript.

EDUCATION & DETAILS

- **BA Journalism**, University of Johannesburg, South Africa
- **Nationality:** South African · Based in Abu Dhabi, UAE