



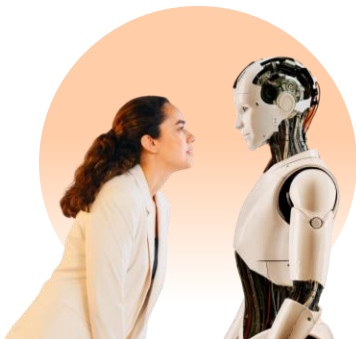
AI.UpSkill

by PwC Academy Middle East

Building workforce capabilities that drive AI transformation



AI is not the future. It's the now.



Artificial Intelligence has shifted from a niche innovation to a core driver of transformation across industries and the public sector. No longer just a technical trend, AI is a strategic enabler—powering decisions through predictive analytics, automation, natural language processing, and machine learning.

From finance and healthcare to government and logistics, AI is enhancing speed, accuracy, and efficiency. Organisations are moving beyond exploration, embedding AI into their operations, services, customer engagement, and resilience strategies—making what was once experimental now essential.

70%

of CEOs believe GenAI will significantly change the way their company **creates, delivers and captures value**

— PwC Global CEO Survey 2024

31%

of CEOs indicate that their company has changed its **technology strategy** because of GenAI

— PwC Global CEO Survey 2024

69%

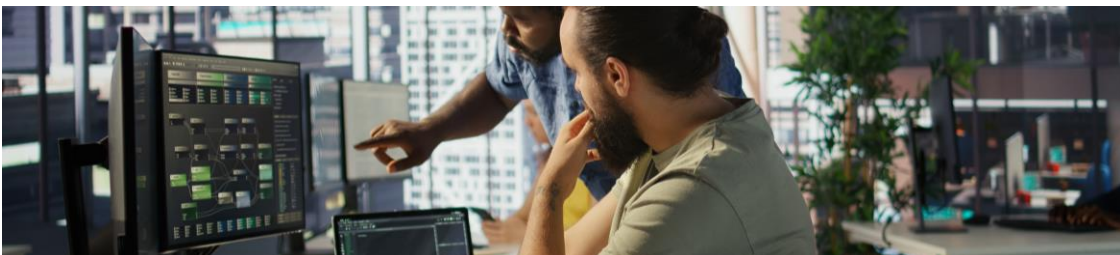
of CEOs in the US say AI will require most of their **workforce to develop new skills within the next three years**

— PwC Global CEO Survey 2024

38%

of Middle East organisations say they are ready to scale AI effectively

— PwC ME: Realising the Full Potential of Data & AI, 2025



The biggest blocker to AI success is not technology. It is workforce capability.



Many organisations are investing in AI platforms, tools, and infrastructure. Strategies are being built, and pilots are being launched. But a core challenge remains: most teams are not equipped to work with AI in ways that drive value.

This is not only about technical knowledge. It is about fluency, confidence, and the ability to apply AI to real business problems. When people do not understand how to use AI in their roles, adoption stays surface level.

These challenges show up in different ways across the organisation. Some are subtle, others are more visible. Until they are addressed, AI investment will continue to outpace capability and impact will remain limited.

What the capability gap really looks like

01 Inconsistent confidence and fluency

Most employees lack the confidence and clarity to use AI in their daily work, resulting in hesitation, underuse, and fragmented adoption across teams.



02 Limited leadership readiness

Leaders often endorse AI in principle but lack the practical fluency to embed it into decision-making, team enablement, and operational strategy.



03 Siloed, Ad-hoc learning

Without structured, role-specific learning journeys, organisations rely on fragmented training efforts that fail to build lasting capability at scale.



04 Misalignment between tools and talent

AI tools are often deployed before people are ready to use them effectively, which leads to low adoption, missed value, and poor return on investment.



Our AI capability building framework

To address the complexity of AI adoption, **we've developed a four-level capability building framework** that supports learners at every stage of readiness. From raising foundational awareness to enabling deep technical expertise, each level is designed to meet people where they are and guide them toward confident, responsible, and applied use of AI in their roles.

- **Level 1:** Awareness
- **Level 2:** Leadership
- **Level 3:** Champions
- **Level 4:** Practitioners

Building capabilities across 4 levels

Level 1: Awareness

This level builds foundational understanding to help the wider workforce grasp what AI is, why it matters, and how it connects to their day-to-day work.

- ✓ E-learns
- ✓ AI literacy workshops
- ✓ Awareness webinars
- ✓ Case study showcases

Level 3: Champions

Empowering selected individuals with in-depth insights and skills to champion AI initiatives within their respective departments, fostering a culture of innovation and effective AI utilisation

- ✓ Champion selection
- ✓ Applied AI labs
- ✓ Technical training

Level 2: Leadership

Cultivating strategic leadership skills in AI adoption, enabling executives and managers to guide their teams through the integration of AI technologies with a focus on business impact.

- ✓ Executive strategy workshops
- ✓ AI governance and ethics

Level 4: Practitioners

Advanced technical training for professionals directly involved in implementing AI solutions, ensuring a high level of expertise.

- ✓ Technical training
- ✓ Center of Excellence

Programmes tailored to each level of AI readiness

At PwC Academy we offer a comprehensive portfolio of AI programmes designed to support learners at every stage of readiness. Our offerings are structured around clear capability levels, from building foundational awareness to advancing technical mastery. Each programme is practical, aligned to real roles, and flexible to deliver based on client needs, whether as standalone sessions, full learning journeys, or integrated into wider transformation initiatives.

Level 1: Awareness

- AI for Everyone
- Understanding Machine Learning Algorithms
- Building No Code AI Applications
- Using Microsoft Office Applications with AI (With Copilot license)
- Boosting Productivity with Generative AI (Prompt Engineering and ChatGPT)
- Boosting Creativity with Generative AI (focusing on the creative work / image generation)

Level 2: Leadership

- Leading with AI
- Artificial Intelligence: Business Strategies and Applications (focusing on strategy and use cases)
- AI Executive Programme
- AI Leadership and Governance / Chief AI Officer (for technical leaders)
- Generative AI: Executive Strategies to Unlock Enterprise Value

Level 3: Champions

- Applied Machine Learning
- Python for Data Science
- ETL - Data Extract, Transform, Load for AI Champions
- Advanced Business Intelligence and Self Service AI
- Artificial Neural Networks
- Data Governance and Management for AI
- AI Ethics
- AI Project Management

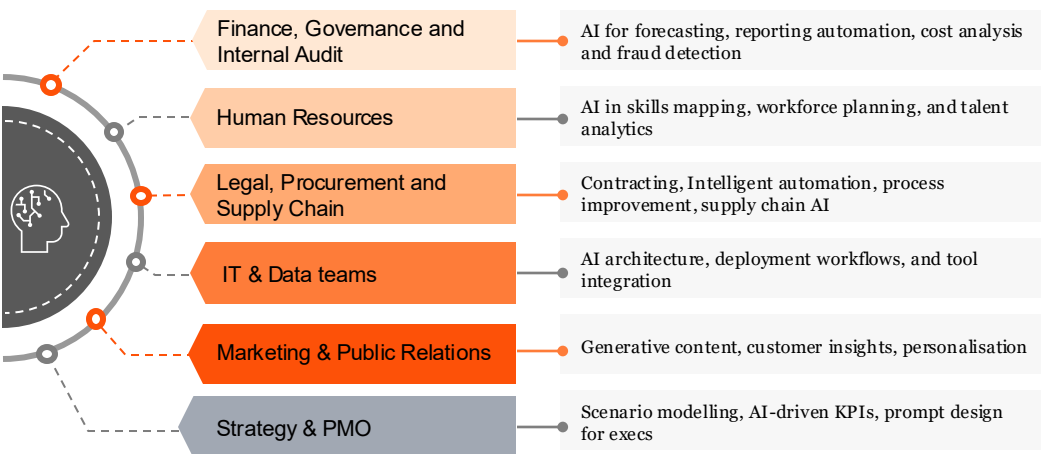
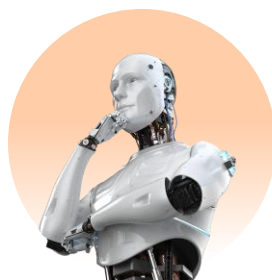
Level 4: Practitioners

- Natural Language Processing
- Computer Vision
- Building Chatbots
- Reinforcement Learning and Recommender Systems
- Mathematics and Statistics for Machine Learning
- MLOps
- AI on Cloud
- Responsible AI
- Threat Intelligence for AI
- AI Model Security
- Large Language Models
- Data Engineering for Machine Learning
- Big Data Management for AI



Activating AI capability across functions and departments

While individual upskilling is essential, real transformation happens when entire functions evolve together. We support cross-departmental enablement by aligning learning to the tools, use cases, and responsibilities of each business unit — from operations and finance to HR, strategy and PMO. This ensures that AI adoption is not only understood, but embedded where it creates value.



Enabling industries achieve AI transformation

At PwC Academy we accelerate industry-wide transformation by designing learning experiences around real tools, workflows, and priorities — whether it's AI-driven diagnostics in healthcare, fraud prevention in banking, or digital service delivery in the public sector. This approach ensures AI becomes part of how value is created every day.



Smart cities, Destination transport & logistics

AI-enabled traffic management, predictive maintenance for infrastructure, autonomous mobility solutions, demand forecasting and dynamic routing

01



Energy resources & sustainability

Energy consumption forecasting, AI for carbon tracking and emissions reporting, AI-powered exploration and reservoir modeling, predictive maintenance for critical infrastructure,

02



Government & public sector

Predictive policymaking, Citizen sentiment analysis, automated document and service processing, fraud and anomaly detection in benefits/tax programs

03



Technology, media & telecommunication

Personalised content recommendations, network optimisation and predictive maintenance of telco infrastructure, automated customer service, synthetic media generation

04



Health

AI diagnostics from imaging and EHRs, predictive analytics for patient readmission or disease onset, Intelligent scheduling and resource optimisation, clinical documentation automation

05



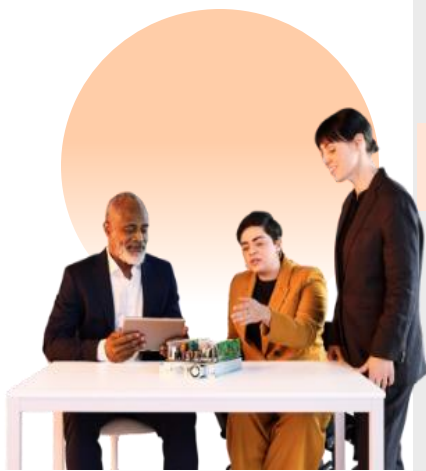
Financial services

AI-driven credit scoring and risk models, personalised financial product recommendations, Fraud detection & AML using pattern recognition, Customer support chatbots & voice assistants

06

Empowering learners with credentials that support advancement and organisational trust

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Our certifications by international accrediting bodies

CERTNEXUS®

Expert level:

- The Certified Artificial Intelligence Practitioner (CAIP)
- Certified Data Science Practitioner (CDSP)
- Certified Ethical Emerging Technologist

Beginner level:

- AIBIZ
- GENAIBIZ
- Data Science for Business Professionals
- Data Ethics for Business Professionals (DEBIZ)

PECB

Our certifications

- Certified AI
- ISO/IEC 42001 AI Management Systems

CompTIA

Our certifications

- Data+
- DataSys+
- DataX



PMI Project Management Institute.

Our certifications

- AI in Project Management (PMI AI-PM)

Why Partner with PwC?

PwC's global commitment to AI

PwC has committed \$1 billion globally to transform how we work with and through AI. This investment accelerates our internal adoption, strengthens the tools and services we deliver to clients, and ensures every team member has the skills and confidence to work with AI responsibly. The scale of this initiative reflects the same ambition and rigour we bring to capability-building at PwC Academy.

**Upskilling
75,500+ people
globally**

**Developing
trusted AI tools**

**Partnering with
leading AI
innovators**

**Scaling AI with
Clients at the
Centre**

We bring a wealth of knowledge through reports, surveys and publications in Artificial Intelligence - both from the Middle East firm and our Global Network



US\$320 billion by 2030?
The potential impact of AI in the Middle East (ME)



Gaining national competitive advantage through Artificial Intelligence



An introduction to implementing AI in Manufacturing (ME)



Sizing the prize
PwC's Global Artificial Intelligence Study: Exploiting the AI Revolution



From Virtual to Reality
Six imperatives for becoming an AI-ready healthcare business (ME)



Autonomous intelligence in customer experience: The new competitive advantage



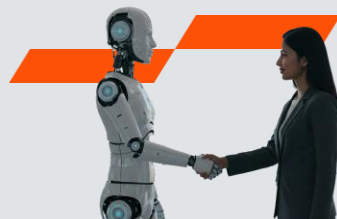
A Virtual Partnership?
How Artificial Intelligence will disrupt Project Management and change the role of Project Managers (ME)



How AI can enable a sustainable future

A proven track record of innovation, upskilling, and AI enablement at scale

PwC leverages a strong foundation of innovation and global initiatives to build scalable capabilities. Through GenAI enablement, experience centres, and AI labs, we've driven transformation within PwC and for clients across industries—blending education with activation and earning trust along the way.



Tomorrow Today



PwC actively encourages upskilling for AI, emphasising the importance of preparing today for the workforce challenges of tomorrow.

Digital Accelerators



The program focuses on AI and Advanced Data & Analytics to elevate digital skills, empowering individuals for enhanced efficiency at both individual and team levels.

GenAI Workforce



We collaborate with clients to clarify the strategic implications of GenAI, informing their response and delivering value across diverse sectors and industries.

Use case library



We have developed a video use case library to showcase the diverse applications of GenAI at PwC

Experience Center



The Dubai Experience Centre evolves ideas from strategy through to execution. It is a hub for innovation and creativity, solving our region's most important problems.

DigiFundME



Focuses on upskilling individuals but goes a step further by providing learners with a \$500 fund to support their enrollment in a wide range of technological courses.

US AI Lab



The AI Lab USA at PwC is a specialised AI-focused department equipped to drive innovation and harness the full potential of GenAI.

GenAI e-learning



PwC strategically leverages the GenAI training to skillfully upskill our people, ensuring they acquire in-depth knowledge and expertise in artificial intelligence and its practical applications.

We work with global leaders to deliver learning that is credible, current, and career-ready

At PwC, we collaborate with leading certification providers and technology partners to ensure our learning experiences meet global standards and real-world expectations. These strategic alliances allow us to embed trusted tools, recognised credentials, and industry-relevant content into our programmes. This is how we give learners a clear pathway to apply their learning and gain qualifications that hold value across markets and sectors.

Our data and AI strategic partnerships

Education Partners (non-exhaustive list)



Technology Partners (non-exhaustive list)



What these partnerships enable

Our partnerships with leading education and technology providers are not just about brand alignment. They are an essential part of how we deliver practical, validated, and forward-looking learning experiences that reflect the tools and expectations of the modern workplace.



Access to real platforms and AI tools used in live environments, enabling learners to apply concepts with confidence



Certification pathways that align to job roles, recognised across industries and geographies



Assurance that our programmes meet global benchmarks for quality, credibility, and technical relevance

Contact us



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