



AI skills for every professional

PwC Academy Middle East **AI Upskilling Programmes**

Stay AI ready



AI is transforming how organisations operate, compete, and create value.



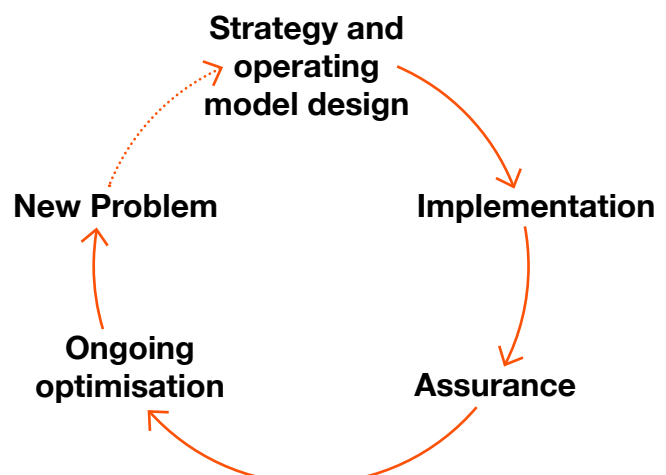
At PwC, we help organisations design and deliver AI initiatives that are commercially grounded, responsibly governed, and aligned to business strategy. We bring this experience into our AI Upskilling Programme, equipping professionals and leaders with the skills required to apply AI confidently within their roles and drive transformation across the enterprise.

Whether you are integrating AI into functional workflows, building and deploying AI solutions, or shaping AI strategy at leadership level, our programme combine practical application, industry context, and responsible AI principles to enable informed decisions, measurable outcomes, and sustainable value.

The PwC difference

We bring AI to life where it counts, in real business decisions. Informed by PwC's global experience, our programmes move beyond theory to equip organisations and professionals to apply AI responsibly, govern it with confidence, and scale it where it matters most, turning ambition into measurable business value.

Our work spans the full AI lifecycle, enabling confident decision-making and sustainable impact in an AI-driven world.



PwC's global commitment to AI

\$1bn

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



PwC is recognised as a leader in IDC MarketScape: Gulf Countries AI Professional Services 2025, delivering end-to-end AI transformation programmes.

What's different about our AI upskilling solutions?



Built for Middle East priorities



End-to-end capability model



Designed for scale



Role-based and persona-driven



Powered by PwC Future Impact and Centre research and assets



Practical with relevant industry use cases

Learning pathways tailored to your role and stage of AI maturity.

Our AI Upskilling Programmes are structured into focused learning programmes that help you build practical AI capability aligned to your role, responsibilities, and level of influence. Whether you are a functional generalist, a hands-on practitioner, or a senior leader, each programme gives you a clear pathway to develop relevant, responsible, and business-ready AI skills.

Our Programmes



AI Generalists

For functional professionals integrating AI into day-to-day decision-making

- Applied AI for HR
- Applied AI for Finance
- Applied AI for Marketing
- Applied AI for Audit
- Applied AI Agents



AI Champions

For leaders driving enterprise-wide AI and digital transformation

- Certified Digital Transformation Officer (CDTO)



AI Practitioners

For hands-on specialists building and deploying AI and data capabilities

- Certified Data Management Professional (CDMP)
- Certified Artificial Intelligence Practitioner (CAIP)
- Certified Data Science Practitioner (CDSP)



AI Executives

For senior leaders shaping AI strategy and organisational readiness

- AI Executive Programme

Applied AI for HR

This programme equips HR professionals with the practical capability to apply AI across the employee lifecycle, from attraction and onboarding to performance, learning, workforce planning, and employee experience. Participants explore real HR workflows and learn how AI can improve decision quality, automate routine activities, and generate meaningful workforce insights. By the end of the programme, participants can design AI-enabled HR processes that enhance efficiency, experience, and strategic impact.

The programme supports professionals looking to modernise their function and adopt AI responsibly. As people's operations evolve and expectations around fairness, compliance, and trust increase, HR teams must be ready to integrate new capabilities with confidence.



Who is it for:

- » HR business partners
- » Talent acquisition specialists
- » L&D professionals
- » Employee experience teams



Key outcomes:

By the end of this programme, participants will be able to:

- » Redesign core HR processes using AI-enabled workflows across recruitment, learning, performance management, and workforce planning
- » Evaluate and apply AI tools, including prompting, automation, and analytics, within HR contexts
- » Identify and address bias, governance, and ethical considerations in people analytics and AI-enabled HR solutions
- » Translate HR challenges into practical AI use cases and support adoption across teams
- » Apply AI-driven insights to reporting, employee experience design, and strategic workforce decision-making

**Scan QR to
know more**



Duration: 2 days

Applied AI for Finance

This programme demonstrates how AI can strengthen financial planning, forecasting, reporting, and analysis through practical examples and hands-on exercises. Participants learn how AI improves forecasting accuracy, accelerates data processing, and delivers deeper insights to support decision-making.

By the end of the programme, participants can embed AI into core finance workflows and enhance the speed and quality of financial outcomes.

As finance functions move towards automation and continuous insight, professionals must understand how to apply AI strategically to deliver greater value to the business.



Who is it for:

- » Finance managers and leaders
- » Controllers
- » FP&A and planning teams
- » Finance analysts



Key outcomes:

By the end of this programme, participants will be able to:

- » Embed AI across forecasting, budgeting, scenario analysis, reporting, and performance management
- » Apply predictive analytics and generative AI to support financial decision-making
- » Assess data quality, model accuracy, and risk implications associated with AI-driven financial insights
- » Redesign finance workflows using automation and advanced analytics
- » Interpret and communicate AI-generated outputs clearly to inform business decisions

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know more



Duration: 2 days

Applied AI for Marketing

This programme introduces marketing professionals to AI capabilities that enhance creativity, personalisation, and campaign performance. Participants work with AI tools that support content development, customer insights, and media optimisation, building practical skills that improve effectiveness across the marketing lifecycle.

By the end of the programme, participants can design AI-enabled marketing activities that accelerate execution and strengthen engagement.

As AI reshapes how organisations engage with customers, marketers must adopt these tools responsibly and strategically to remain competitive in a data-driven environment.



Who is it for:

- » Marketing managers and leaders
- » Brand and communication teams
- » Digital marketing specialists
- » Customer experience professionals



Key outcomes:

By the end of this programme, participants will be able to:

- » Integrate AI across the marketing lifecycle, from audience insight generation to creative development and campaign optimisation
- » Apply AI to segmentation, content creation, sentiment analysis, and customer journey design
- » Evaluate the impact of AI tools on brand integrity, creativity, and customer trust
- » Design and execute AI-supported marketing strategies and performance measurement frameworks
- » Manage ethical, governance, and data accuracy considerations in AI-enabled marketing activities

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know more



Duration: 2 days

Applied AI for Audit

This programme provides auditors with practical experience in applying AI to enhance audit quality, efficiency, and coverage. Participants explore AI-driven techniques for control testing, anomaly detection, process analytics, and documentation support.

Through demonstrations and guided exercises, they learn how AI enables more rigorous, data-driven assurance.

As organisations digitise processes and regulatory expectations increase, auditors must expand their analytical and technological capability while maintaining rigour, independence, and trust.



Who is it for:

- » Internal auditors
- » Assurance professionals
- » Compliance teams
- » Risk officers



Key outcomes:

By the end of this programme, participants will be able to:

- » Apply AI tools to control testing, anomaly detection, risk scoring, and audit documentation
- » Strengthen audit methodologies using analytics and intelligent automation
- » Audit AI-enabled systems by assessing algorithmic risk, model transparency, and fairness
- » Use data-driven insights to challenge management more effectively
- » Expand audit coverage, depth, and efficiency in line with regulatory expectations

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know more



Duration: 2 days

Applied AI Agents

This programme equips professionals with the practical capability to design, build, and manage AI agents that automate tasks, support decision-making, and orchestrate workflows across business functions.

Participants will explore how AI agents differ from chatbots, copilots, and traditional automations. Using Microsoft Copilot and n8n, they will learn how agents connect tools, trigger actions, route tasks, summarise information, and execute multi-step workflows with human oversight.

By the end of the programme, participants will be able to design practical agentic workflows that improve productivity, reduce manual work, and support smarter execution across teams.

As organisations move from AI as an assistant to AI as an operator, professionals must understand how to build safe, useful, and governed AI agent solutions with confidence.



Who is it for:

- » Business leaders and managers
- » Digital transformation teams
- » Operations and process improvement teams
- » HR, finance, procurement, marketing, and support professionals
- » Innovation and automation teams



Key outcomes:

By the end of this programme, participants will be able to:

- » Understand what AI agents are, how they work, and where they create business value
- » Differentiate between chatbots, copilots, automations, and agentic workflows
- » Use Microsoft Copilot to enhance productivity, analysis, communication, and knowledge work
- » Design AI-enabled workflows using n8n to connect tools, data sources, and business applications
- » Build simple agentic processes that trigger actions, summarise information, route tasks, and generate outputs
- » Identify practical AI agent use cases across HR, finance, operations, sales, and customer support

**Scan QR to
know more**



Duration: 2 days

Certified Digital Transformation Officer

This programme delivers comprehensive coverage of the PECB Certified Digital Transformation Officer curriculum, guiding participants through digital strategy, transformation governance, emerging technologies, organisational readiness, and change leadership.

Participants engage with exam-aligned modules and build the capabilities required to lead structured, enterprise-wide transformation initiatives.

As digital complexity increases, certified transformation leaders play a critical role in ensuring alignment, governance, and sustainable outcomes.



Who is it for:

- » Transformation and change leaders
- » Innovation and digital strategy managers
- » Digital programme owners
- » Senior managers



Key outcomes:

By the end of this programme, participants will be able to:

- » Apply core digital transformation concepts aligned with the PECB CDTO curriculum
- » Design transformation strategies, roadmaps, and governance structures
- » Assess digital maturity and align organisational capabilities to strategic ambitions
- » Evaluate emerging technologies and their implications for the organisation
- » Demonstrate full readiness to sit the CDTO certification examination
- » Strengthen leadership capability and influence in enterprise-wide transformation initiatives

Certified Data Management Professional

This programme builds comprehensive capability in enterprise data management through full coverage of the DAMA DMBOK framework. Participants develop a practical understanding of data governance, quality, metadata, architecture, integration, and security, while preparing for the CDMP certification examination.

The programme combines structured learning with case-based application to support both exam success and real-world implementation.

As data becomes a strategic asset and a foundation for AI initiatives, organisations need practitioners who can ensure data quality, reliability, and value.



Who is it for:

- » Data managers and governance leaders
- » Data and analytics professionals
- » Data architects and information managers
- » Professionals supporting AI and analytics initiative



Key outcomes:

By the end of this programme, participants will be able to:

- » Demonstrate full readiness to sit the CDMP certification examination
- » Design enterprise data strategies aligned with business priorities
- » Apply data governance, data quality, and data stewardship principles effectively
- » Manage metadata, master data, and data architecture within complex organisations
- » Use practical tools and frameworks to improve data maturity
- » Enable AI and analytics initiatives through strong, reliable data foundations

Certified AI Practitioner

This hands-on programme develops applied AI capability across the full CAIP curriculum, including data preparation, feature engineering, supervised and unsupervised learning, neural networks, and model evaluation.

Participants complete practical exercises and exam-focused activities, enabling them to design, assess, and validate AI models with confidence.

As organisations accelerate AI adoption, certified practitioners are better positioned to contribute effectively to technical delivery and innovation initiatives.



Who is it for:

- » Analysts
- » Developers
- » Emerging AI practitioners



Key outcomes:

By the end of this programme, participants will be able to:

- » Design, build, and evaluate AI and machine learning models
- » Apply supervised, unsupervised, and neural network techniques effectively
- » Understand and apply ethics, fairness, and responsible AI principles
- » Tune, validate, and optimise models to improve performance
- » Demonstrate full readiness to sit the CAIP certification examination
- » Support end-to-end AI project delivery

Certified Data Science Practitioner

This programme provides an end-to-end data science learning experience, covering exploratory analysis, statistical modelling, machine learning, evaluation techniques, and deployment fundamentals.

Participants work through practical scenarios and exam-oriented exercises that prepare them to perform data science tasks independently and succeed in the CDSP certification examination.

As data science becomes central to business problem-solving, certified practitioners gain both technical confidence and recognised professional credibility.



Who is it for:

- » Developers
- » Analysts
- » Emerging AI practitioners



Key outcomes:

By the end of this programme, participants will be able to:

- » Perform full-cycle data science analysis using real-world datasets
- » Develop, evaluate, and interpret machine learning models
- » Apply statistical methods and analytical reasoning effectively
- » Communicate insights clearly through data storytelling techniques
- » Demonstrate full readiness to sit the CDSP certification examination
- » Support enterprise analytics and machine learning initiatives

AI Executive Programme

This programme enables senior leaders to explore AI strategy, governance, risk, workforce transformation, and enterprise execution.

Through strategic frameworks, case studies, expert discussions, and applied exercises, participants gain the insight needed to evaluate AI opportunities and integrate them into organisational strategy.

As AI becomes a defining force in competitiveness, leaders must develop the clarity and confidence required to make informed, future-ready decisions.



Who is it for:

- » C-suite executives
- » Board members
- » Directors



Key outcomes:

By the end of this programme, participants will be able to:

- » Shape, challenge, and influence AI strategy at senior leadership and board levels
- » Govern AI responsibly and manage AI-related risks across the organisation
- » Evaluate AI investments and support effective portfolio decision-making
- » Understand workforce transformation and ethical considerations linked to AI adoption
- » Integrate AI into enterprise strategy and operating models using practical frameworks
- » Lead AI-enabled business transformation with greater confidence

Customised Training



We work with organisations and individuals to design customised learning journeys tailored to specific business needs, priorities and capability gaps.

If your requirements go beyond our standard AI Upskilling Programmes, we can adapt content, structure and delivery to ensure maximum relevance and impact.

Our customised programmes are designed to reflect your context, challenges, and ambitions, ensuring learning translates directly into practical outcomes.

What our customised learning journeys include:



Industry-specific content aligned to your sector and operating environment



Customisation based on participant role, seniority and experience



Relevant case studies, industry insights and practical exercises



Flexible delivery formats to suit your organization

How customised training benefits participants:



Higher engagement through relevant, role-focused learning



Greater focus on individual needs and the pace of the group



Continuous measurement of learning progress and outcomes



Ability to measure return on investment (ROI)

Contact us



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