



# TAREEF JAFFERI

Tareef is a product-focused technology leader passionate about data, design, and using tech for good. Technology should make us better: happier, and healthier.

His people analytics research at MIT taught him that meaningful relationships (social connections) in the workplace are most important. And his time at Google taught him that great culture enables relationships to thrive.

Tareef founded Happily.ai to measurably improve the lives of people in the workplace. Applying novel people and behavioral science research and AI, they've been able to radically transform organizations in a fraction of the time and effort. Today, Happily.ai drives a winning culture for thousands of teams across the globe.



**1 PEOPLE ANALYTICS**

**2 CULTURE**

**3 A.I.**

**4 BEHAVIORAL SCIENCE**

**5 INNOVATION**

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# BACKGROUND

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## STARTUPS



### Bangkok, Thailand

Founded 5 technology startups in social commerce, discovery, and B2B SaaS

## MIT



### Cambridge, MA

Studied people analytics with a specialization in entrepreneurship & innovation

## GOOGLE



### Mountain View, CA

Worked on products and services while expanding knowledge and experience in culture & innovation

## HAPPILY.AI



### Bangkok, Thailand

Founded a people analytics company on the mission to create happier and healthier workplaces

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# SPEAKING ENGAGEMENTS

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2025

JUN

**Using AI to Build Trust and Save our Workplaces**

PMAT HR Tech 2025

**AI and Culture - Rethinking Leadership in the Age of Uncertainty**

Malaysia Leadership Summit 2025

**AI-Powered Analytics - Making the Invisible Visible in Leadership**

Quantic Conference

**Culture by Design**

Corporate Leadership Summit

**Using Design and Analytics to Create High-Performing Culture**

People First 2025

2024

SEP

**Conscious Leadership with AI - Aligning Values, Technology, and Human Potential**

Malaysia Leadership Summit 2024

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# SPEAKING ENGAGEMENTS

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2024

JUL

**AI and Employee Engagement: Leveraging Technology to Foster a Positive Workplace Culture**

PMAT HR Tech, Thailand

**Transforming Knowledge Work, Panelist**

AI Forum, Making Sense of AI

**Cracking the Code of Employee Intelligence through Digital**

Penang Career Discovery Day

**The Power of Behavioural Nudges in the Workplace**

Conscious Leaders Bootcamp, Singapore

APR

**Saving Tomorrow's Workplaces: The Role of Data and AI**

Digital Governance Thailand

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# SPEAKING ENGAGEMENTS

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2024

MAR

## The Caring CEO podcast

A guest on Graeme Cowan's channel

## Empowering Hospitality with AI: An Outlook for GMs

Accor Group, GM Marketplace

## Cracking the Code of Employee Intelligence through Digital

Malaysia HR Tech Conference

## Diving Deep into Employee Experiences and Employee Intelligence (Talent Analytics and Predictive Modeling)

Malaysia HR Tech Conference, CHRO Track

## Integrating AI Functionality in HR Technology: A Product Designer's Perspective

Malaysia HR Tech Conference, CTO Track

JAN

## The Power of Behavioral Nudges in the Workplace

Mizuho Group, Learning Festival

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# SPEAKING ENGAGEMENTS

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2023

NOV

**The Practical Side of People Analytics and A.I. for Leaders**

Reinvent Forum, Bangkok, Thailand

**Rethinking Agile and why your culture is getting in the way**

Agile Tour Bangkok 2023

JUN

**Cracking the Code of Employee Intelligence through Digital**

Digital HR Symposium 2023 Penang

**Workshop: Culture & People**

Harbour Space @ UTCC, Bangkok, Thailand

2022

DEC

**Happiness at Work: What Does it Look Like?**

Mizuho Group, Learning Festival 2022

SEP

**Transform How your Colleagues feel about working with you,  
through Digital Technology**

BCCT DTG Evening 2022

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# SPEAKING ENGAGEMENTS

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2022

AUG

**MEDCHIC Health Hackathon 2022: Market Validation & Business Model Design**

Chiang Mai University Medical Center

JUL

**Spotting the Workplace Silent Killer Mental Health with people analytics: A real-world study with insights and recommendations**

GoodDoctor Technology

**Securing Talent beyond the Great Resignation**

RLC Recruitment

**Prioritizing Workplace Wellbeing and Supporting Positive Mental Health in Innovative Ways**

Harbour Space @ UTCC, Bangkok, Thailand

Jan

**Surefire Tips to Manage & Reduce Employee Turnover**

Budaya (Online Event)

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# SPEAKING ENGAGEMENTS

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**2022**

**MAR**     **The Secrets Behind Employee Engagement**  
Thamassart Design Center

**MAY**     **Intro to People Analytics**  
Corporate Learning Session (Various)

**2021**

**AUG**     **Unlocking SME Potential**  
OSMEP & Kenan Foundation Asia

**2020**

**SEP**     **Creating Next Generation Products with Behavioural Science**  
The NOW! Fest 2020

**2019**

**MAY**     **Employee Experience and Operational Excellence: How better design, people science, and AI can transform your employee experience?**  
PMAT, Thailand HR Tech 2019



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# ASIA TECH PODCAST – EPISODE 114

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**Building Better  
Human  
Connections**

Asia Tech Podcast

Hosted by Michael  
Waitze

**pily.ai - Building Better H**  
Mar 2021 · Asia Tech Podcast  
+ Save on Spotify  
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# THE CARING CEO PODCAST

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Keeping a finger  
on employee's  
pulse

WeCARE 365

Hosted by Graeme  
Cowan





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# MAQE BUSINESS GUILD

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**A Conversation  
With Tareef  
Jafferi, Founder  
of Happily.ai**

MAQE

Hosted by Andreas Holmer

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# PRODUCTIVITY AND COLLABORATION AT WORK

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**Mostly The  
Same: Decisions  
Across Borders**

BCX Design

Hosted by David McCann

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# CREATING HAPPILY.AI FOR THE HAPPINESS OF PEOPLE AT WORK.

New Generation, Trust Magazine, Issue 50, Tisco Wealth

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# CONTACT US

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## Phone

+66 83 689 5235

## Email

tareef@happily.ai

## Website

[happily.ai](https://happily.ai)

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