

FOUNDER & CEO, HAPPILY.AI • BANGKOK

TAREEF JAFFERI

Talks on **AI, culture, and people data**, for
leaders who want healthier, higher-trust teams.

Keynotes • Workshops • Panels • English & Thai



A founder still learning **how teams really work**

Work gets better when technology helps people trust each other, hear each other, and act sooner.

30+

TALKS SINCE 2019

7

COUNTRIES

10M+

WORKPLACE INTERACTIONS
STUDIED

97%

DAILY ADOPTION AT HAPPILY.AI

Tareef Jafferi is the founder and CEO of **Happily.ai**, a Bangkok-based company that helps organisations turn daily employee signals into better leadership habits.

He built five startups across social commerce, discovery, and B2B SaaS, studied people analytics and entrepreneurship at **MIT**, and worked in gTech at **Google**, where he saw how operating habits shape culture at scale.

His talks share what Happily.ai has learned from 10M+ workplace interactions across 350+ workplaces, and from building a tool people use every day: 97% daily adoption, against a 25% category average.

He believes relationships are not the soft side of work but the system work runs on.

What Tareef speaks about

01	AI at work Where AI helps leaders, where it quietly breaks trust, and who owns the work when roles blur.	<ul style="list-style-type: none">– Deploying Behavioural AI at Scale– Who's Responsible for This?	BEST FOR Leadership summits, AI conferences, executive roundtables
02	Trust and teams Trust has a structure: where it forms, where it breaks, and what managers can do about it each day.	<ul style="list-style-type: none">– The Geometry of Trust– Why Good Teams Stop Working	BEST FOR Leadership programmes, management offsites, HR conferences
03	People analytics Noticing misalignment and risk early, before they show up as turnover, politics, or slow decisions.	<ul style="list-style-type: none">– The Practical Side of People Analytics– Cracking the Code of Employee Intelligence	BEST FOR HR-tech audiences, CHROs, talent and analytics teams
04	Behavioural science Small prompts, better defaults, and visible progress often beat another large change programme.	<ul style="list-style-type: none">– The Power of Behavioural Nudges in the Workplace– Creating Products with Behavioural Science	BEST FOR Product, design, and behavioural science events
05	Building ventures Getting from an idea to something people use, for founders, product teams, and students.	<ul style="list-style-type: none">– The Entrepreneurial Journey– Disciplined Entrepreneurship (course)	BEST FOR Universities, startup programmes, founder events

Recent and upcoming talks

UPCOMING

NOV 16	The Entrepreneurial Journey Panelist · Chulalongkorn BAScii · Bangkok
NOV 5	InsurTech Summit 2026: Reinventing the Insurance Workforce Panelist, with BCG · Techsauce · Bangkok
NOV 2	When Roles Blur · Leading Indicators 01 Moderator, in Thai · Victor Club, FYI Center · Bangkok

RECENT

OCT 7	AI Horizon 2026: Deploying Behavioural AI at Scale Speaker · Penang Waterfront Convention Centre · Penang
AUG-OCT	Disciplined Entrepreneurship Guest lecturer · Chulalongkorn BAScii · Bangkok
SEP 23	HR Tech 2026: Who's Responsible for This? Speaker · Leaderonomics · Kuala Lumpur

SEP 18	When Roles Blur · Leading Indicators Host, with Pandora and Primal · Bangkok
JUL 30	The Geometry of Trust: Why Good Teams Stop Working Speaker · Bangkok Scientifique · Bangkok
JUN 30	Malaysia Leadership Summit 2026 Keynote · Leaderonomics, KLGCC · Kuala Lumpur
JUN 16	PMAT HR Tech 2026: The Geometry of Trust Main stage and lightning talk · Siam Paragon · Bangkok
JUN 2	NUS EMBA Future of Work Panel Panelist · National University of Singapore · Online
APR	Executive Dialogue Series Speaker · Dusit Thani · Manila
MAR	Performance Measurement and Behavioural Science Guest lecturer · Bangkok University · Bangkok

Earlier talks, 2019 to 2025

2025

Using AI to Build Trust and Save our Workplaces
PMAT HR Tech 2025 · Bangkok

AI and Culture: Rethinking Leadership in the Age of
Uncertainty
Malaysia Leadership Summit 2025

AI-Powered Analytics: Making the Invisible Visible
Quantic Conference · Online

Culture by Design
Corporate Leadership Summit · Bangkok

Using Design and Analytics to Create High-
Performing Culture
People First 2025 · Bangkok

2024

Conscious Leadership with AI
Malaysia Leadership Summit 2024

AI and Employee Engagement
PMAT HR Tech · Bangkok

The Power of Behavioural Nudges in the Workplace
Conscious Leaders Bootcamp · Singapore

Saving Tomorrow's Workplaces: The Role of Data
and AI
Digital Governance Thailand

Diving Deep into Employee Experience and
Intelligence
Malaysia HR Tech Conference, CHRO track

Empowering Hospitality with AI
Accor Group, GM Marketplace · Bangkok

2019–2023

The Practical Side of People Analytics and AI
Reinvent Forum 2023 · Bangkok

Rethinking Agile and Why Your Culture Is in the Way
Agile Tour Bangkok 2023

Cracking the Code of Employee Intelligence
Digital HR Symposium 2023 · Penang

Happiness at Work: What Does It Look Like?
Mizuho Group, Learning Festival 2022

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

Employee Experience and Operational Excellence
PMAT Thailand HR Tech 2019

Press, podcasts, and what to expect

IN THE PRESS

PRESS · 2026

Industry players share AI success stories

Buletin Mutiara · AI Horizon 2026 coverage

VIDEO · 2025

AI-Powered Leadership: AI in the Workplace

Leaderonomics · with Roshan Thiran

PODCAST

Building Better Human Connections

Asia Tech Podcast, ep. 114 · with Michael Waitze

PODCAST

Keeping a Finger on Employees' Pulse

The Caring CEO · with Graeme Cowan

MAGAZINE

Creating Happily.ai for the Happiness of People at Work

Trust Magazine, Issue 50 · Tisco Wealth

WHAT ORGANISERS CAN EXPECT

01 Grounded in real data

Findings from 10M+ workplace interactions studied at Happily.ai.

02 More than one culture

Ideas from MIT and Google, tested while building a company in Bangkok with Asian and Western teams.

03 Something to use the next day

One simple model to discuss afterwards: what to notice, what to change, and what to stop.

04 English or Thai

Talks in English; panels and Q&A in Thai on request. Slides are shared after the session.

Ways to work together

In person or online, in English or Thai. Every session starts with a planning call with the organiser.

FORMAT 01

Keynote

30–45 minutes plus Q&A. One idea, explained with data and examples the room will recognise.

GOOD FOR

Conferences, summits, leadership kick-offs

FORMAT 02

Workshop

A half day with up to 40 leaders, with exercises built around the organisation's own context.

GOOD FOR

Management teams, offsites, leadership programmes

FORMAT 03

Panel or fireside

Panelist, moderator, or host, in person or online.

GOOD FOR

Conferences, classrooms, executive roundtables

FEES

Sent with Tareef's reply. Use the booking form or email, and include the date, audience, and format.

EDUCATION & NONPROFIT

Universities, nonprofits, and community events are always welcome to ask about a reduced fee.

TRAVEL

Based in Bangkok. For events elsewhere, the organiser covers travel and accommodation.

Invite Tareef to **speak**

Share the audience, topic, location, and date, and Tareef will reply personally with availability and fees, usually within two business days. Six weeks or more of lead time helps.

Send an inquiry →

| *Leadership and culture, every day of the year.*

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PROFILE	happily.ai/continuum/tareef-jafferi
BASED IN	Bangkok, available worldwide
LANGUAGES	English, Thai
LEAD TIME	6+ weeks preferred