THE FUTURE OF AI: 10 LEADERS TO WATCH IN 2025



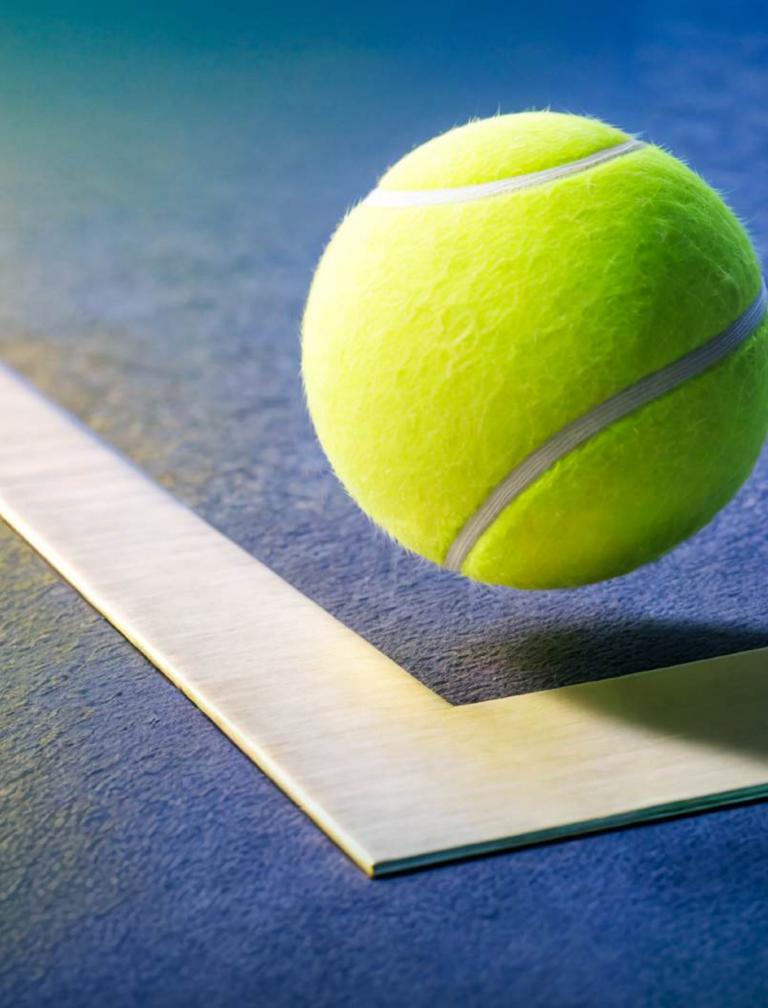
# Fernando Murias

Chairman and CEO



LEADING THE CHARGE AT

DIGITAL GLOBAL SYSTEMS



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# **ARTICLES**

24

Five Key
5 Benefits Why Building an
Agile Team Can Be Valuable
for Your Business

**32** 

Set Yourself
Apart as a Leader 4 Ways For Digital
Transformation

# Fernando Murias

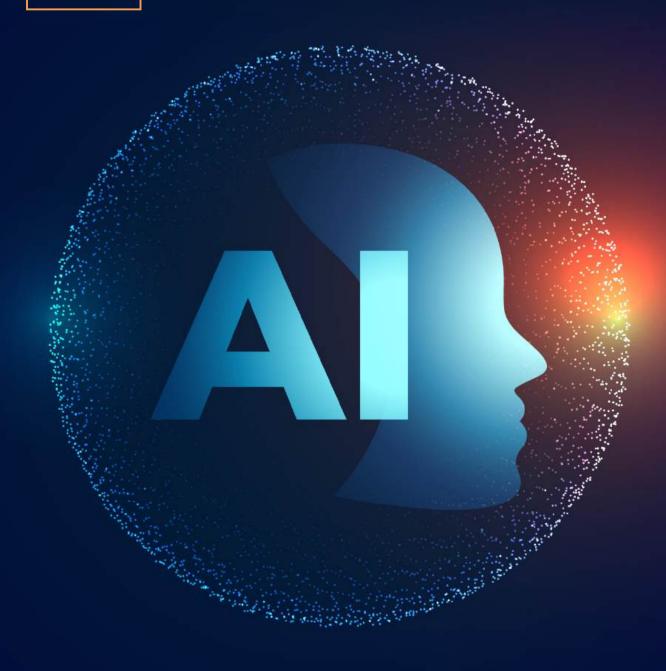




COVER STORY

Page No: 10

EDITOR'S LETTER



# Dear Readers.

# **Shaping Tomorrow: 10 Al Leaders to Watch in 2025**

s artificial intelligence continues to evolve, it's reshaping industries, everyday life, and the way we interact with technology. In 2025, AI will undoubtedly play a larger role in our world, and the leaders behind this progress are the ones who will shape its future.

In this issue, we highlight 10 influential individuals whose work is pushing the boundaries of AI. These visionaries are driving innovation across sectors like healthcare, education, and ethics, ensuring that AI benefits society while tackling its challenges.

Our cover story features Fernando Murias, Chairman and CEO of Digital Global Systems (DGS). Fernando is at the forefront of AI innovation, guiding DGS to deliver cuttingedge solutions that are shaping the future of technology. His leadership is transforming industries and setting a new standard for what's possible with AI.

These leaders will be key in determining how AI integrates into our lives—whether it promotes fairness, accessibility, or new challenges. Join us as we explore their work and how they're paving the way for a smarter, more connected world.

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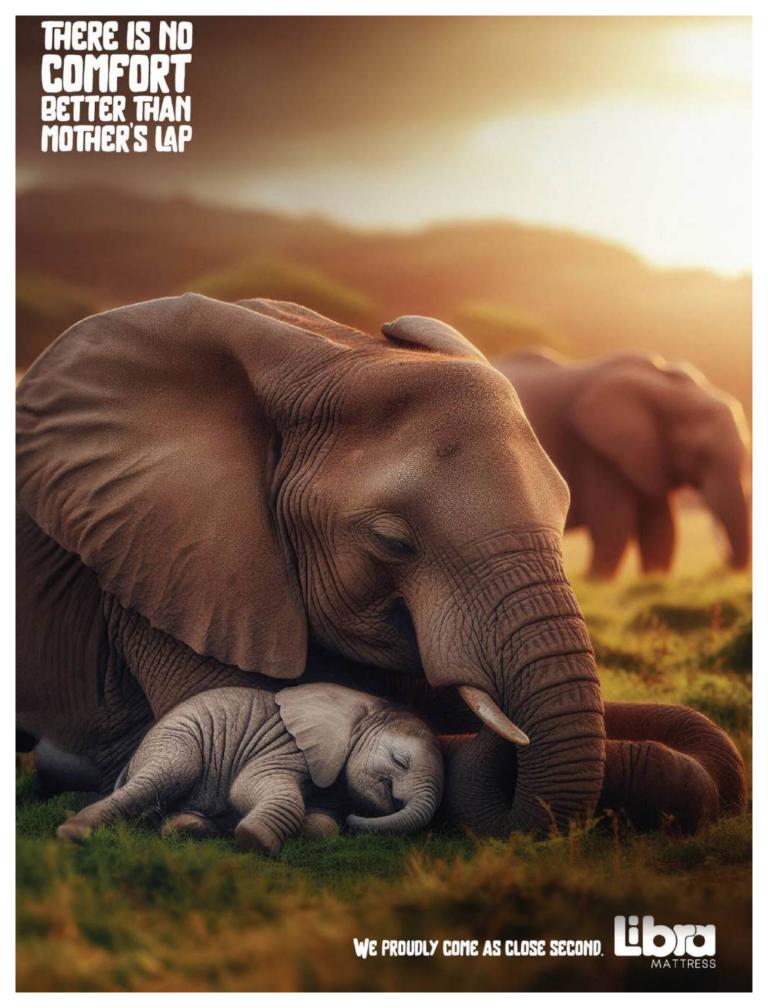


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SOVER STORY

# Fernar Murias—



Leading the Charge at Digital Global Systems

ransforming today's communications networks. Ushering in tomorrow's new 5G services.





# Leading the Charge at Digital Global Systems

In the rapidly evolving world of technology, where data and digital systems dominate every aspect of modern life, leaders who can navigate the complexities of the digital landscape are in high demand. Fernando Murias, Chairman and CEO of Digital Global Systems (DGS), stands out as one such luminary. With a career marked by visionary leadership and a relentless drive to push boundaries, he has not only shaped the trajectory of his company but has also left an indelible mark on the industry.

#### The Visionary Behind DGS

Fernando's professional journey started with a leadership role at PwC, where he specialized in telecommunications and government contracting. In 2013, he transitioned to DGS, recognizing an opportunity to transform wireless spectrum management through the use of AI and machine learning. Motivated by the increasing demand for bandwidth driven by IoT, mobile applications, and 5G, the visionary leader set out to establish a company focused on addressing these challenges and redefining spectrum optimization.

Today, being the Chairman and CEO, Fernando focuses on DGS's transition from R&D to commercial production, which has been a significant responsibility, demanding alignment between technical and business domains. Furthermore, maintaining an innovative and inclusive culture within a highly skilled team remains a continuous priority.

#### Pioneers in Spectrum Management

DGS, under his reign, has become a pioneer in developing innovative solutions that address the challenges of an increasingly interconnected world. The leading company offers CLEARSITE™ for real-time network optimization and CLEARSKY<sup>TM</sup> for RF threat detection, addressing spectrum congestion and improving network efficiency. Its vision is to lead in dynamic spectrum sharing, paving the way for seamless 5G and 6G services. Presently, DGS is expanding its patented AIdriven solutions on a global scale while building strategic partnerships within the industry.

# Leads with Collaboration and Continuous Learning





2024



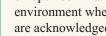




As the Chairman and CEO of DGS, Fernando advices, "Embrace innovation and remain true to your vision. Success comes from persistence and integrity, and challenges are opportunities to grow."



By bringing together individuals with varied perspectives and backgrounds, Fernando ensures that DGS remains at the forefront of industry trends and continues to deliver value to its clients. Hence, DGS places great importance on open communication and fostering a collaborative environment where every voice is valued. Achievements are acknowledged, cross-functional teamwork is encouraged, and continuous learning is prioritized to keep the team motivated and aligned with the company's mission.





#### **Future Roadmap**

As technology continues to evolve at a breakneck pace, Fernando remains focused on steering DGS toward a future filled with possibilities. By 2025, under his reign, the company aims to solidify its leadership in dynamic spectrum sharing, surpass 300 patents, and broaden its global market presence. In the coming year, efforts will center on strengthening partnerships and scaling AI-driven solutions to address increasing market demands.

#### **Transparent and Inclusive** Leadership Approach

When asked to describe his leadership style, Fernando replied, "My leadership style is inclusive and transparent, emphasizing collaboration and adaptability. My mantra is to learn from every setback and maintain relentless determination. I believe in empowering teams to innovate while ensuring alignment with our broader goals."

#### The Role of AI in Evolving Real-**Time Network Systems**

Fernando emphasizes that integrating AI with edge and cloud computing is a groundbreaking innovation, significantly enhancing real-time decision-making capabilities. This integration reduces latency, a crucial requirement for the seamless operation of 5G networks and other future technologies. By processing data closer to the source, edge computing ensures swift responses, making it ideal for time-sensitive applications.

He notes that AI's influence will be especially transformative in areas like dynamic spectrum management and autonomous network optimization. These advancements will enable networks to self-adjust and optimize









performance based on real-time conditions, thereby increasing efficiency and reliability. Such intelligent systems will play a pivotal role in managing the complexities of modern communication networks.

By leveraging real-time edge processing and data fusion, AI is set to propel the evolution of smarter, more adaptive networks. These networks will provide the backbone for emerging technologies such as autonomous vehicles and industrial IoT, which require unparalleled precision and speed. Fernando envisions this integration as a driving force behind the development of next-generation applications, redefining the way technology supports our interconnected world.

#### **Admiration for Demis Hassabis**

Fernando has a deep sense of admiration for Demis Hassabis, the CEO and Co-Founder of Google DeepMind. He is particularly inspired by Hassabis's intellectual rigor, which drives his groundbreaking work in artificial intelligence. Fernando views Hassabis as a visionary leader whose forward-thinking approach has helped shape the future of AI and push the boundaries of what is possible in the field.

In addition to his achievements, Fernando recognizes the profound respect Hassabis has garnered from peers and industry leaders alike. He appreciates the significant contributions Hassabis has made to advancing AI research and development, which have earned him widespread acknowledgment and a lasting legacy in the industry.

#### **Biggest Learning Experience**

When asked to share his biggest learning experience in the industry, Fernando replied that he found that transitioning from R&D to commercial production was a steep learning curve. This experience underscored the importance of resilience, teamwork, and adaptability in navigating complex challenges. EXCENDENCE



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# Five Key 5 Benefits Why Building an Agile Team Can Be Valuable for Your Business

any organizations are making the effort to become more agile. Whereas traditional organizations seem mechanical, hierarchical, and linear, agile organizations feel more organic, they balance stability with dynamism and can adapt for an everchanging, unpredictable future.

An agile team is a one-extensive team that can take up any job role, task, or deadline and accomplishes the impossible through systematic planning, approach, and strategies. An agile team understands the project completely, breaks it down into fragments or modules, works on them individually or cross-functionally, tests deploy, and completes the project well before a scheduled deadline.

Everyone has fears and qualms as they are led out of their comfort zone, and into the unknowns of a changing world. You need to be confident and trusted so people will choose to follow you, and you need to make it clear that you have confidence and trust in the people you work with, as well as customers.

#### OPEN THE LINES OF COMMUNICATION

One of the fastest ways to help your team know you care

about them and their success is by communicating. Listen to their queries and concerns and find out what they think about different projects. The more open your communication style, the more appreciated and heard your team may feel.

Management should communicate their goals as well as those of the company. Routinely talking with your employees about their goals, both personal and professional, will create accountability for both management and employees. When an issue surfaces, it must be dealt with immediately so everyone can move on. Achievements must be recognized and communicated not only directly to the deserving individual, but publicly so all can take part in the celebration.

One way to foster communication is to enact an open-door policy. This creates a culture where employees are comfortable going to management for questions and support, but only if the employer really means it. Employees can tell if it's just for show. An open-door policy should also allow and encourage employees to provide candid feedback. This helps employers keep an eye on potential concerns while establishing with employees that they are cared about.



#### PROVIDE A GROWTH ENVIRONMENT

Providing a growth environment means finding ways to be detached from projects and outcomes. This is where the group dynamic matters so much. Without a strong culture, the team's support system is weak. Feedback loops are disengaging. Internal projects drag on. Self-initiated exploration and experimenting stifle along the way. Multiply that by a few too many members and you've got another long stretch of dull innovation.

#### SHOWCASE GREAT WORK

Providing a platform for employees to showcase their creative work with their peers and with the company more broadly is a really effective way to celebrate a job well done. It also allows employees to help others in the organization understand the role they play in overall company success.

#### REALLY ENJOY DOING THAT WORK

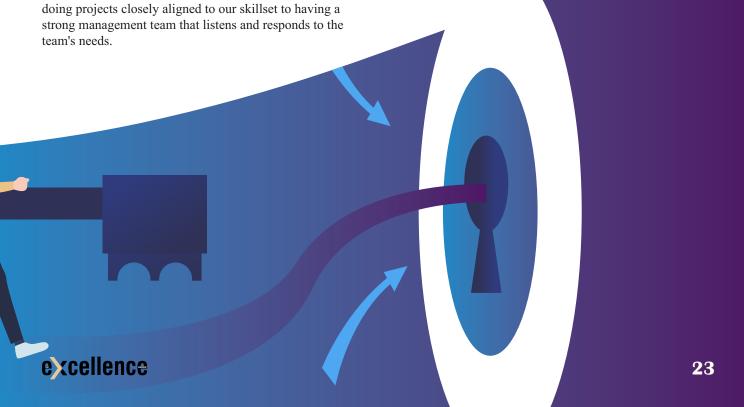
With remote working here to stay and more job opportunities within the global market, we can be choosier about where we work and how we spend our time. What makes us enjoy our work can mean a lot of things from doing projects closely aligned to our skillset to having a strong management team that listens and responds to the

#### ASK FOR THEIR OPINIONS

It all starts by verbalizing the great work they've done and how they contributed to the company. Simply saying, "Great work!" or, "Amazing job!" can make a difference. Next, ask them to contribute their stake in solving a problem in the company. By doing so, you recognize their capability and acknowledge that they have what it takes.

It is vital to balance both running a business and changing a business in order for it to sustain growth and deliver value. As a business grows and develops it can struggle with capacity, less time is available for innovation and improvement. Ensure that a balance is maintained between running the day-to-day activities of the business and making time for continuous improvement and development throughout the business.

Agile embraces change and provides a methodology to manage it, agile accepts changes will happen. Plans are implemented flexibly to respond to change and allow for continuous improvement. An agile mind set embraces change as opportunity and potential for learning and growth.





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# Anant R Koppar

# A Technocrat and Visionary Entrepreneur Harnessing The Power Of AI

n the ever-evolving landscape of artificial intelligence (AI) and data analytics, visionary leaders play a pivotal role in shaping the future. These trailblazers drive innovation, pushing boundaries to harness the full potential of AI. One such luminary in this realm is **Anant R Koppar**, **CEO and Founder of Kushagramati Analytics Pvt Ltd**.

Anant is a technocrat driven by a passion for acquiring and sharing knowledge. His dedication to building and nurturing competent teams around meaningful tech enterprises reflects his commitment. Over his successful 30+ years of entrepreneurship, he has been at the forefront of developing agile and inclusive technology.

The passionate technocrat has founded and grown multiple companies to global proportions. His philosophy centers on collaborating with individuals possessing sharp minds, and this mindset is reflected in the foundation of Kushagramati.

#### A Catalyst for Digital Transformation

Kushagramati Analytics provides strategic consulting services aimed at identifying opportunities for business modernization. Its expertise lies in formulating strategies and plans to facilitate clients in adopting digitization. The company assists clients in analyzing various Digital Transformation strategies, helping them choose the most suitable one through an informed comparative approach.

Kushagramati Analytics' support extends to aiding clients in

creating new business models, enhancing business efficiency, increasing customer value, managing risk, and navigating new revenue generation opportunities. The company's mature and highly differentiated methodology plays a crucial role in modernizing applications, expediting the transition to the cloud, and implementing Data Analytics through AI & ML.

It specializes in offering Data Analytics as a Service, covering key areas such as data engineering, data transformation, data visualization, and AI/ML modeling. Its focus is on serving as a catalyst for companies, enabling data-driven quick business decisions.

The expertise of Kushagramati Analytics extends to various aspects of digital transformation, including data discovery, build master data, evaluate & recommend, and data-driven business insights. In the realm of cloud strategy, Kushagramati provides services related to migration & modernization, cloud integration, cost optimization of data and storage.

It also addresses application modernization needs, encompassing migration & modernization, cloud integration, and optimizing data storage costs. The company provides end-to-end solutions, covering project management, integrating legacy applications, and third-party solution integration.

Presently, Kushagramati Analytics' focus revolves around



these four points:

- Being a globally dominant platform-based services company in the industry segments of its choice by 2025
- Enhancing the quality of life by building world-class products and solutions through innovative application of technology
- Becoming the most treasured business partner for all its customers with a customer first philosophy
- Being a predominantly Employee-Owned Organization

#### **Assembling A Strong Team**

Kushagramati Analytics boasts a dynamic team culture, emphasizing agility, risk-taking, and collaboration. Anant builds teams capable of delivering certainty in uncertain times. He motivates his team through recognition and rewards for contributions, big or small. The company places a significant value on attitude over aptitude, considering a learning attitude a big success factor.

The team of Kushagramati Analytics subscribes to freedom to innovate, tolerance for failure – the concept of "fast fail", highest order of Ethical business practices, value-based mutually beneficial relationships with all stakeholders and recognition of individual brilliance in the context of team play.

#### **Unified Vision for Success**

Ensuring the team of Kushagramati Analytics is united in pursuing a shared vision for both personal and collective success is one of the primary goals of Anant. The company's business models are designed to be dynamic and responsive, adapting to the evolving needs of customers. This creates a compelling value proposition for both current customers and potential clients.

It aims to support success in today's challenging and dynamic business environment and looks towards the future. Notably, Kushagramati Analytic operates as a predominantly Employee-Owned Organization.

#### Origin: A Response to the Dynamic Big Data Landscape

The recognition of the need for Kushagramati Analytics arose from the dynamic landscape of big data and the significant role of analytics-based decision-making in business development. Anant's leadership encountered challenges with complex technology and the demand for timely software solutions. In response, the passionate

technocrat and his team utilized AI solutions to unlock human potential for innovation.

However, the increasing complexity of technology delivery presents a big challenge. Addressing this requires establishing a partner ecosystem where everyone can derive measurable value from their investment. Building and maintaining such a partner ecosystem remains an ongoing challenge for the company.

#### Leadership and Responsibilities

As a distinguished leader, Anant shoulders responsibilities that involve emphasize agility, customer-centric culture, and high-quality engagement within the organization. His leadership style is characterized by taking a proactive stance and adopting a solution-driven approach to address the team's daily challenges. This involves identifying and leveraging the team's strengths to achieve consistent success.

When asked to share the success mantra, Anant replied, "Creating an environment which optimizes abilities within the teams – individual and collective. We design and develop solutions with Advanced Data Analytics to enable timely and critical Business Insights. We monitor and finetune Data Analytics insights continuously to clients stay ahead of competition. Our focus is on digitizing sectors such as financial services, healthcare, logistics, and manufacturing, which are not traditionally considered part of India's digital economy, but have the potential to rapidly adopt new technologies."

#### 2025 Vision

Looking ahead, Anant is evident in the direction for 2025, focusing on helping customers achieve their data-centric approach to reach higher levels of success. He believes leveraging data, data analytics, and AI/ML modeling will enhance performance and cost efficiency. The company will persistently develop solutions and services to achieve this goal. This will involve efforts from internal teams and collaboration with external partners who can accompany the company on its journey.

#### Words of Wisdom

In the face of the global pandemic, Anant emphasizes the irreplaceable nature of the human intelligence in overcoming challenges. He believes channelling this spirit responsibly is crucial for leaders, and success is inevitable with good leadership.





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# Set Yourself Apart as a Leader - 4 Ways For Digital Transformation

or most companies, digitalization begins as an outside-in process: Leaders identify a fundamental change in the competitive environment and move to counter a potential disruption or, better yet, gain an advantage by seizing on new opportunities before competitors do.

Leadership in the analog economy was relatively straightforward: competitors were largely fixed, investment flows were primarily into established companies, the pace of innovation was tame and primacy was placed on the efficiency of operations at scale.

Staying ahead of rapid technological advancements is integral to business success in today's digital era. But keeping up and following the right course has its challenges when daily operations impinge upon any efforts to think ahead. Some of leaders understand digital strategy and big thinking, which you can use to get ahead as follows:

Making digital Comes in 4 Crucial Areas -

#### 1. Customer-Focused Business Objectives

The complexity and urgency of getting customer experience right means that any help with best practices, data management and domain frameworks will save you money, speed up progress and reduce risk.

Satisfying and even better, delighting customers is the number one goal of every person within a company, whether their job is directly customer-facing or not. That means you have to approach everything from the customer's point of view.

In case, if a clothing store's customers are demanding better digital experiences online, it might transform its back-end to have more accurate and up-to-date inventory data. This would better unite in-store and online properties so the store could offer a seamless service where customers could "buy" clothes online, have them delivered to the store, and try them on in a risk-free way.

Customers continue to put enormous value on organizations to provide the right experience at the right time and have increasingly little patience for anything else.

#### 2. Strategy Beyond Automation

Digital leaders understand the disruptive potential of technology, in particular the potential for digital business models to upend existing markets. Executives need to understand the applications of digital capabilities in terms of their fullest strategic impact. In many cases, this





means going beyond traditional ways of thinking about technology-driven automation.

While automation of business processes remains an important element of successful digital businesses, many executives make the mistake of confusing automation for transformation. This runs the risk of ceding opportunities to competitors which use technology to bring materially different value propositions to market.

In order to challenge existing models, digital leaders must first understand the new opportunities available through new technologies. It is a pre-requisite for leaders to possess at least a basic mastery of the technology domains which have primary relevance to their industries. Artificial intelligence (AI), the internet of things (IoT), blockchain, 5G, social media, e-commerce and other technology domains represent different opportunities and risks across sectors. Given the highly dynamic nature of the digital economy, many digital projects and investments will not pay off, so digital leaders understand the need to develop a larger portfolio and pipeline of digital experiments. This simulates the growing volume of digital competitors and drives a culture of learning, speed, and transparency around investments. Organizations may accelerate, hold, maintain or exit these investments, similar to options in financial markets.

#### 3. Expert At Building Relationships

Builds trust and collaborates across the organization with diverse stakeholders to enable rapid action. The Driver role ensures that once the vision is set, and the status quo disrupted, that innovation initiatives are executed quickly. This role is also responsible for building talent to enable execution for the future and broadly across the organization. Digital leaders know that for an organization to successfully transform and win in the digital economy, the entire enterprise needs to participate in the journey. Digital can be intimidating or outright threatening to many people. The best digital leaders understand that they need to 'meet' people on those concerns, regardless of where they are in their digital understanding. Connectors translate technical concepts into comprehensible frameworks and create a bridge for people to participate in the organization's digital strategy.

#### 4. Organizational Change Capability

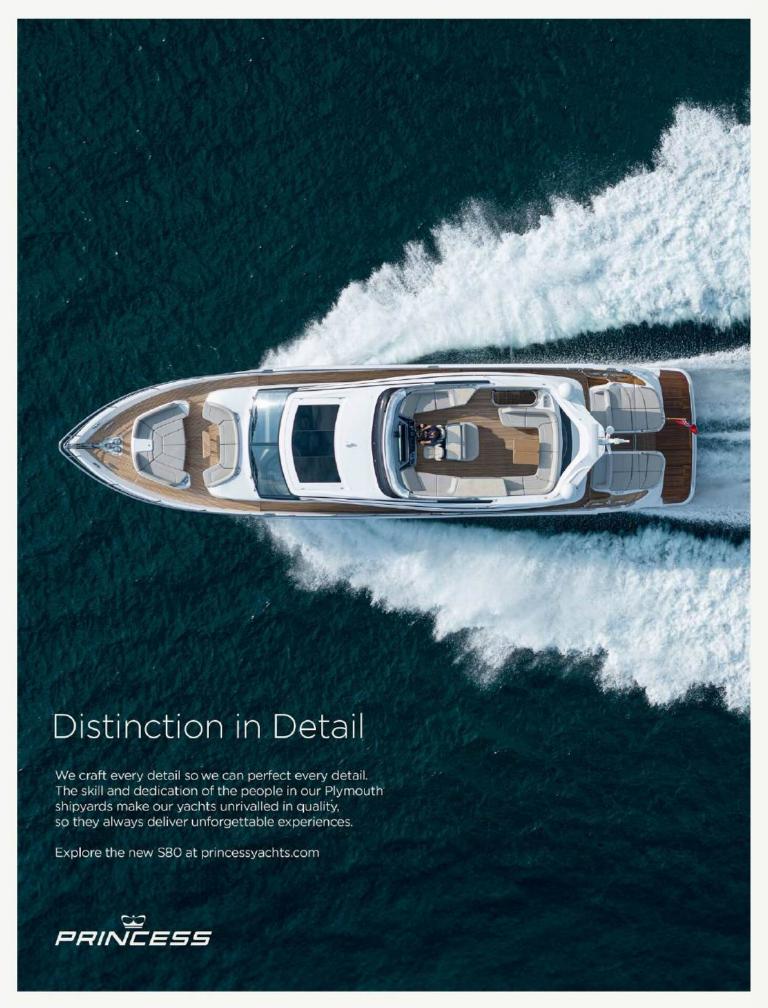
Stays ahead of emerging trends and technologies, experiments with them personally where possible, and finds ways to apply them to drive transformative change for customers and/or business operations. The Strategist role is critical for envisioning the future and developing a path to winning by creatively leveraging technology. Focus on shifting the mindset and culture to clear the path without changing the hearts and minds of the organization and helping all employees see themselves in the new digital version of the company, it will be hard to drive lasting change, even on the back of such as monumental crisis like COVID-19.

Organizations regularly had the luxury of spending months analysing new business opportunities in excruciating detail before starting anything new. The analog economy was much more stable, and successful leadership was largely predicated on operational management of the traditional business.

One of the primary responsibilities of leaders is to get teams to see that technology can reduce their workload and help add more value to the company. Companies should invest time and resources into training teams in the technology to let them understand its worth rather than see it as a threat to their jobs.

Winning in the digital economy is far more complex. Operations and scale continue to be important, of course, but as digital has revolutionized industries, competition, and business models, a new form of leadership digital leadership is necessary to guide organizations through the transition from analog to digital, and to thrive in the digital economy. (R)















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