Belinda Parmar OBE

Human Leadership in AI Expert

"More empathic companies are more profitable"

Belinda Parmar OBE is one of the world's leading authorities on empathy, technology, and business performance and one of the few who can prove it with numbers. As CEO of The Empathy Business and a Non-Executive Director for the Ministry of Defence, she has spent two decades helping global organisations including Lexus, Lloyds Bank, Barclays Bank, AGL, Toyota, Aston Martin, and AB InBev turn empathy from a soft aspiration into a hard commercial advantage.

TOPICS:

- Human Leadership in an AI World
- Empathy in Leadership
- Can AI Fake Feelings, and What Does that Mean for Trust in Organisations?
- How Can Leaders Use Empathy as a Measurable, Practical Tool rather than a Soft Skill?
- What Does Human Leadership Look Like in the Age of Algorithms, Automation, and Constant Change?

LANGUAGES:

She presents in English.

PUBLICATIONS:

2016 Little Miss Geek: Bridging The Gap Between Girls and Technology (2nd Edition with foreword from Jimmy Wales/Founder of Wikipedia and Martha Lane Fox/ Baroness Lane Fox of Soho CBE)

2014 The Empathy Era: Women, Business and the New Pathway to Profit

2012 Little Miss Geek: Bridging The Gap Between Girls and Technology

IN DETAIL:

Her Empathy & Empowerment Programme for one bank where she trained over 200 Fraud & Complaints advisors, delivered a 9% uplift in net promoter rates and a 7.5% reduction in call handling times. Her work with AGL produced a 20.9% reduction in customer complaints and $1.7 million in cost savings. Her Global Empathy Index, published in the Harvard Business Review, connects empathy rankings directly to earnings, productivity, and retention. As AI absorbs more cognitive work, Belinda helps leaders identify what only humans can do and build it deliberately. A qualified barrister, OBE recipient, and World Economic Forum Young Global Leader, she is currently writing a leadership playbook on turning empathy into a practical toolkit for the AI era.

WHAT SHE OFFERS YOU:

As a keynote speaker, Belinda explores what human leadership means in an AI-driven world, drawing on her experience working with organisations across the world, and how leaders navigate complexity where trust, technology, and human judgement collide.

HOW SHE PRESENTS:

Belinda is a natural speaker; audiences leave with a framework for making the leadership calls AI cannot make for them and the confidence to lead the transition rather than be led by it.