

## HEC Paris, Doha Brings AI Leadership Intelligence to Web Summit Qatar

**Doha, Qatar – 3 February 2026:** As more than 30,000 founders, investors, developers, and innovators gather at the Doha Exhibition & Convention Center for Web Summit Qatar 2026, HEC Paris, Doha will contribute to the global dialogue on technology and organizational decision-making through a masterclass addressing one of the most critical leadership challenges of today's digital economy.

Titled *Leading in the Age of AI: Building Digital Intelligence*, the masterclass will take place on **3 February 2026** and will be led by **Professor Seungah Sarah Lee**, Assistant Professor of Entrepreneurship and Organizations at HEC Paris. While Web Summit highlights cutting-edge developments in technology and innovation, HEC Paris, Doha's contribution places the spotlight on the human dimension of AI - how leaders think, decide, and shape organizations in an AI-driven world.

Professor Lee's research focuses on entrepreneurship, organizational design, and innovation, with particular attention to how global models can be adapted to local and regional contexts. The session challenges a common misconception: that AI adoption alone is sufficient to deliver competitive advantage.

Instead, the masterclass emphasizes that sustainable value creation depends on leadership capabilities - how leaders set priorities, manage risk, shape culture, and enable teams to experiment and execute responsibly. Participants will gain a practical framework for building **digital intelligence**, defined as the combination of strategic clarity, human judgment, and organizational routines that allow AI to be deployed confidently, ethically, and at scale.

**Joshua Kobb, Senior Executive Director, Partnerships and Growth at HEC Paris, Doha**, said:

"Artificial intelligence is no longer a future concept; it is a present reality. Yet technology without leadership is simply acceleration without direction. At HEC Paris, Doha, we believe that the true driver of impact in the age of AI is the leader who applies technology with

purpose, responsibility, and judgment. Our participation at Web Summit Qatar reflects our commitment to developing leaders who can navigate complexity while creating sustainable value for the region.”

The HEC Paris, Doha presence at Web Summit Qatar reflects its long-standing commitment to innovation and entrepreneurship across the GCC. Through its degree programs and executive education portfolio, the business school integrates applied learning through capstone projects in which participants work on real-world challenges at the intersection of strategy, technology, and growth. Several ventures emerging from these capstone projects have successfully scaled across the GCC, contributing to the region’s growing innovation ecosystem.

Attendees can join **Professor Seungah Sarah Lee’s masterclass** on **3 February 2026 from 12:30 to 13:15 at DECC**, and connect with HEC Paris, Doha representatives throughout the summit to learn more about the institution’s executive education offerings. For more information about the session, please visit:

*Web Summit session page*

<https://qatar.websummit.com/sessions/qat26/81d6fb65-3c06-4907-a5a2-f1104da85a64/leading-in-the-age-of-ai-building-digital-intelligence-hosted-by-hec-paris-doha/>

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