



Sameen Khan

Global HR, AI and Workforce Transformation Leader

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PUBLIC SERVICE MEDAL (PBM)

BIOGRAPHY

Sameen is a global HR, AI and Workforce Transformation leader with experience across 20+ markets spanning Asia Pacific, the Middle East, Africa and Latin America.

Based in Singapore, she has led the full spectrum of HR transformation, business partnering and people operations across diverse industries, ensuring strategic alignment, operational rigour and cultural agility across every market she has entered.

At Grey Global (WPP Network), she oversaw HR operations and business partnering across 20+ studios in APAC, the Middle East, Africa and LATAM, driving HR transformation, AI and tool integration across the organisation, while representing Grey at both regional and global WPP forums championing strategic HR initiatives.

Prior to that, at Circles.Life, she collaborated with co-founders and senior leadership to build and scale the HR function across multiple international markets in a hyper-growth tech environment, launching HR functions in new countries while embedding culture, engagement and high-performance frameworks from the ground up.

Across her career, Sameen has led HR across markets including Singapore, Malaysia, Australia, Hong Kong, China, Japan, South Korea, Thailand, Indonesia, the Philippines, India, Pakistan, Bangladesh, Sri Lanka, Dubai, Qatar, South Africa, Turkey, LATAM and beyond.

She is a sought-after speaker and advisor on HR transformation, AI and tech integration, and the future of work, helping organisations navigate complexity across some of the world's most dynamic markets.

AREAS OF EXPERTISE

AI transformation in HR

Redesigning HR's core capabilities, from talent acquisition to workforce intelligence, as AI becomes embedded in how organisations operate.

Data governance as the foundation for AI

Why AI outcomes are only as good as the data foundation behind them, and the governance question leaders should ask before choosing a model.

Multi-market HR and M&A integration

HR business partnering, workforce planning and HR technology harmonisation across 20+ markets spanning APAC, MEA and LATAM.

AI governance and board readiness

What boards and executive leadership need to understand to govern AI responsibly, including safe environments for experimentation and clear lines of accountability.

SELECTED ENGAGEMENTS

2026

2nd Digital HR Asia Singapore Conference

Panel Speaker: Skills, Reskilling & Workforce Agility · Conrad Singapore Orchard

BOOK A SPEAKING ENGAGEMENT

hello@praxoralab.com

AVAILABLE FOR

Keynotes · Panels · Corporate presentations · Virtual & in-person

REGIONS

Asia Pacific · Middle East · Africa · Latin America