



Belinda Parmar OBE:

The Leading Authority on the intersection of AI, Empathy & Business Performance

Belinda is the Chief Executive Officer of The Empathy Business, an award-winning consultancy that helps global organisations embed empathy into their Culture, Communications and Call Centres. With over two decades of experience driving behavioural and cultural change, Belinda is a leading authority on the intersection of empathy, technology, and business performance.

As a strategic advisor to multinational companies across the energy, finance, fashion, government, technology, and pharmaceutical sectors, Belinda brings a results-driven approach to emotional intelligence in the workplace. Her work with AGL, one of the world's largest energy companies, led to a 20.9% reduction in customer complaints and delivered cost savings of \$1.1 million, demonstrating that empathy is not just good for people, but for business too.

Belinda is an advocate for using AI responsibly. She is currently leading Empathy & AI pilot programmes within major organisations to explore how technology can support more human-centric business practices, enabling employees to focus on people over process. Her approach is grounded in the belief that the future of work is about enhancing human connection through the smart application of technology.

Belinda's insights don't come from the sidelines, they come from inside the system. As a Non-Executive Director for the UK Ministry of Defence, a Young Global Leader for the World Economic Forum, and recipient of an OBE for Services to Women in Technology, she brings a mix of credibility, influence, and practical experience. From shaping AI programmes in global corporations to driving culture change in high-pressure environments, Belinda gives audiences tools that are tested in the real world to create sustainable change.

Belinda is trained as a barrister, and her career path reflects her core belief: that magic happens when head meets heart, when logic is fused with emotion, and when AI is designed to serve humanity.