ICE MENA (KSA) Online Learned Event

Design Management in the AI Era: From Plans of Work to Intelligent Workflows

Speaker

Ahmed ElHadidi – Project Manager, WSP Middle East — MSc, PMP, LEED Green Associate



Ahmed ElHadidi is a Project Manager at WSP with over 13 years of experience in high-rise development and complex design management across the Middle East. He currently leads the pre-contract phase of a landmark tower in Riyadh, and has delivered more than 500 structural projects alongside some of the world's leading architecture and engineering practices. A strong advocate for AI adoption in engineering, he has trained over 150 professionals across the GCC. Ahmed holds a master's in Global BIM Management from Universitat de Barcelona and an MSc in Structural Engineering from Cairo University, and is a certified PMP® and LEED® Green Associate™.

Topic Overview

This session reframes the practice of Design Management as the control point for information and decisions on a complex project. Design is expensive when it loops. Most of the cost is not the drawing itself – it is the rework, the waiting, and the decisions made without the right information at hand. AI now sits inside that control point. It does not replace the design manager. It rewires the role. The design manager becomes the orchestrator of an intelligent workflow that reduces rework and improves certainty at every stage.

The session explains the AI shift in plain terms – Use, Prompting, RAG, and Agents – and then lands on three applied use cases where AI is already adding measurable value: automated design review, interrogating long reference documents like operator brand standards, and accelerating multi-discipline coordination through Pull Planning. A live example from the pre-contract phase of a landmark super-tall tower in Riyadh walks through the before-and-after: review cycles that once took days now run in seconds, without losing engineering judgement.

The session closes with a 30-day implementation path – what to pilot first, how to write instructions that make agents reliable, and how to embed AI into existing governance without compromising accountability. Attendees will leave with a clear decision on where to start on Monday and the language to bring their team along.

Date: Monday, 7 December 2026

Time: 18:30 – 20:00 (Saudi Arabia time)

Location: Online, Microsoft Teams

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