



Riaz JOGIYAT

**Co-Founder and Managing Director
Amplifi Sarl**

Founded in 2018, Amplifi Sarl is a B2B advisory firm that leverages social listening, data mining technology, and demography to optimize business development with operational requirements within the financial services industry

Mr. Riaz Jogiyat also serves as a business advisor and partner at Global Data Excellence, a global leader in linguistics-driven smart intelligence technology that can instantly add trust, speed, transparency, and interoperability in any natural language ecosystem without requiring an IT background.

Prior to moving to Amplifi, Mr. Riaz Jogiyat worked for over 20+ years in the wealth management and technology industry in Europe, North America, and Asia. This includes working for Primerica, IBM, SGS Group of Funds, and AGF Investments.

Alongside his professional roles, he currently studies the impact that social media and digital influence has on consumer behavior. Mr. Riaz Jogiyat graduated with an honours degree in commerce from McMaster University in 2002.