Asia Pacific Institute of Digital Marketing Partners with Dialog Enterprise



Navin Pieris, Group Chief Officer, Dialog Enterprise, Dialog Axiata with Amitha Amarasinghe, Co-Founder/Chief Executive Officer, Asia Pacific Institute of Digital Marketing, following the signing of the partnership agreement. Also in the picture (L-R): Abiylackshmana Prabakaran, Manager – Programme Management, Asia Pacific Institute of Digital Marketing; Venura Mendis, Head of ICT BU, Dialog Enterprise, Dialog Axiata; and Eranda Adikari, Product Head-Data Insight, Dialog Axiata.

Dialog Enterprise collaborates with the Asia Pacific Institute of Digital Marketing (APIDM) to offer Data Science- related training programs conducted by its own Dialog Data Science Academy. The course of study aims to give non-technical managers or business managers a fundamental understanding of analytics, which is conducted during weekends, offering a collaborative seven-week Data Science

Foundation Program. This positions the program as an ideal learning experience for those working on data science or analytics-related projects but lacks the fundamentals necessary for successful execution. It will also be beneficial for those who use analytics in their daily operations. Data Science Foundation Program is the first program offered under this partnership.

“In today’s context, pursuing an education in Data Science has proven to be a fruitful move as the job market for such professionals shows immense potential. After successfully conducting several training programs for C-level corporate managers, Dialog Enterprise’s Data Science Academy is hopeful that the collaboration with APIDM will result in more visibility for the program outside of Sri Lanka,” said Navin Pieris, Group Chief Officer, Dialog Enterprise, Dialog Axiata.

“Data science is rated one of the most demanded skills for the next ten years. As the competency builder for the digital economy in the region, APIDM recognized a skills gap for data science in the market and found Dialog Enterprise as the perfect partner to collaborate in developing an upskilling program,” said Amitha Amarasinghe, Co-founder/CEO, APIDM.

Established with the primary objective of assisting in building data science and analytical skills of organizations with in-depth and interactive training programs, Dialog Enterprise’s Data Science Academy helps organizations benefit by establishing data-driven decision-making, business planning, and operational management.