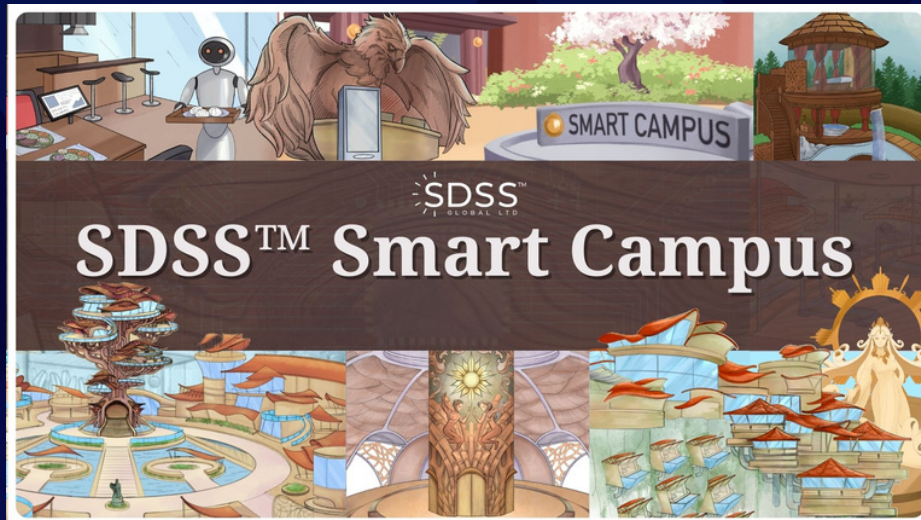




Tim Keefe and SDSS™ Global Ltd to Showcase Bold Solutions at AIM Congress 2025 in Abu Dhabi

Tim Keefe, CEO of SDSS™ Global, alongside CFO Jennifer Valencia, will bring a bold voice and results-oriented vision to [AIM Congress 2025 in Abu Dhabi](#)—one of the world's premier platforms for investment and economic transformation.

SDSS™ Global Ltd, an Irish firm with an international footprint across five continents, is redefining how organizations deliver value by connecting people, process, data, and technology into one high-impact strategy.

At the heart of their approach is the Stop Doing Stupid Stuff™ methodology, co-developed by Keefe and Andreas Wieman. It's a refreshingly direct framework that helps businesses eliminate inefficiencies, increase performance, and unlock sustainable growth through actionable, data-informed decisions. The SDSS™ mindset challenges complexity and promotes clarity, simplicity, and real-world execution.

Keefe and Wieman also co-host the Stop Doing Stupid Stuff™ podcast, a fast-growing show tackling the realities of modern business leadership with honesty, humor, and sharp insight.

One of the most powerful demonstrations of the SDSS™ methodology in action is the SDSS™ Smart Campus in Cagayan de Oro, Philippines—a 250-room luxury hotel that doubles as a state-of-the-art innovation and training center. Designed to merge intuitive technology with service excellence, the campus is reshaping global hospitality and developing the next generation of industry leaders.

With their proven track record in driving profitability, retention, and cyber resilience, Tim Keefe, Jennifer Valencia, and the SDSS™ Global team are set to contribute meaningful, forward-thinking solutions to AIM Congress's global conversations on sustainable business, digital transformation, and economic growth.

To dive deeper into their philosophy, listen to this featured episode of the [Stop Doing Stupid Stuff™ podcast on AI implementation](#)



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