



Mr. Mohammed Iqbal
Chairman, Technology Committee

Mohammed “Mo” Iqbal strives to enhance the lives of people. He believes that knowledge is the only barrier that prevents people from leading healthy lives. He founded SweatWorks to create elegant and functional technologies that would engage, motivate and inspire people to lead better lives.

Since its inception in 2012, SweatWorks has grown from a fitness app company to a multi-faceted, digital agency with offices around the world. As the founder and CEO of SweatWorks, Mohammed drives strategy, creativity, and innovation, as well as embodies the core values of the agency: staying healthy and active.

SweatWorks works with the largest events and brands in the fitness / wellness category. With the introduction of several groundbreaking technologies, Mohammed and SweatWorks are paving the path for more accessible and engageable fitness.