

## **Syed Javed Iqbal**



Mr. Iqbal has an MBA with Majors in Finance & MIS. He has been with the Company for the last 22 years. He joined the Company as a Management Trainee and has held various key positions in the Finance function within PTC as well as with British American Tobacco Group. He has served in BAT South Korea as the Finance Controller and later in Global Headquarters in London as the Finance Manager for Global Marketing. In 2011, Mr. Iqbal was appointed as the Finance Director for Swiss Business Unit. He came back to Pakistan in 2014 as Director Finance & IT, PTC. In July 2016, he became the Managing Director /CEO of PTC. He is also the Chairman, Board of Directors, Ceylon Tobacco Company, Sri Lanka and Area Director of South Asia Cluster.



## **Wael Sabra**

Mr. Wael Sabra joined BAT in 2003 in Lebanon and since then he has held various key senior positions in the Finance function across Middle East and Africa. In 2010, Mr. Sabra was appointed as Finance Director, Democratic Republic of Congo before moving to South Africa in 2012, where he was assigned to take up the role of Finance Director, Southern African Markets. In July 2014, he moved to Cairo as Finance Director, North Africa Area. In August 2016, Mr. Sabra moved to Pakistan as Finance Director, South Asia Cluster. In his 16 years with BAT, he has been an Executive board member in several BAT operating companies. He joined the PTC Board in 2016.



## **Usman Zahur**

Mr. Usman Zahur joined PTC 21 years ago and since then he has held various senior Marketing positions in Brands, Trade and SP&I across different geographies. In 2012, Usman was assigned as the Head of Marketing – Bangladesh, where he led the marketing team in achieving unprecedented growth in a very complex, and competitive environment. He returned to Pakistan as Area Marketing Director for South Asia Cluster and has been supporting the area markets including Sri Lanka and Myanmar since 1st January 2017.



### **Asad Shah**

Asad has a master's degree from Cranfield University School of Management, UK. Asad Shah has more than 17 years of experience with the Company and has worked in several managerial roles in Marketing, Supply Chain and Corporate & Regulatory Affairs Functions. He has previously served as the Head of Government Affairs and in August 2018, he was appointed as the Area Head of Legal and External Affairs, South Asia Cluster.



### **Zafar Mahmood**

Mr. Mahmood holds a master's degree in Economics, LL.B. and Post Graduate Diploma in Development Administration from Manchester University, UK. Mr. Zafar Mahmood has served the Government of Pakistan for 38 years in multiple roles including Secretary Textile, Secretary Industries, Secretary Water & Power, Secretary Petroleum & Natural Resources, Secretary Commerce and Secretary Cabinet. He has also served as Chairman, Punjab Public Service Commission, Consul General Istanbul, Vice Chairman Export Promotion Bureau, Secretary Punjab Education Schools. His last assignment was Chairman WAPDA. He joined the PTC Board in 2016.



### **Tajamal Shah**

A UK qualified Barrister, who later became a Solicitor for England and Wales. In 1996, he was admitted as an Advocate of the High Court of Pakistan. His area of specialization has been aircraft, asset and project financing and general banking. He later expanded his expertise to cover commercial law, good corporate governance and strategic litigation. He has been with the group for over 17 years and has held various roles including Head of Legal/Company Secretary, Global Regulatory Counsel for BAT, Director Legal and Director, Legal and External Affairs.



## **Belinda Ross**

Belinda completed her LLB and B. Com at the University of Otago, New Zealand and is registered as a Barrister and Solicitor of the High Court of New Zealand. Before joining BAT, she has worked as a private practitioner at one of Auckland's leading firms and has also provided advisory services to various New Zealand and South Pacific Businesses. Belinda has 20 years of experience within British American Tobacco (BAT) and her current role encompasses Legal Affairs, Corporate Affairs and Security matters across Asia Pacific and Middle East region. Belinda is a member of the leadership teams of Asia Pacific and Middle East regions and the Global Legal and External Affairs team.



## **Asif Jooma**

Asif Jooma started his career in the corporate sector with ICI Pakistan Limited in 1983, and has over 30 years of extensive experience in senior commercial and leadership roles. Following his early years with ICI Pakistan Limited and subsequently Pakistan PTA Limited, Mr Jooma was appointed Managing Director of Abbott Laboratories Pakistan Limited in 2007. After serving there for nearly six years, he returned to ICI Pakistan Limited as Chief Executive in February 2013.

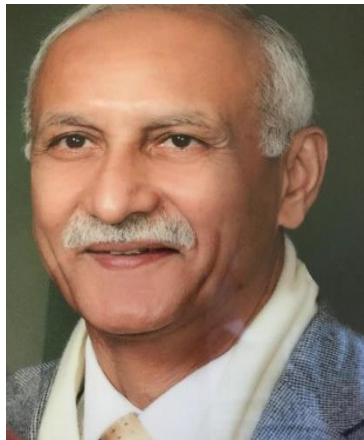
A Bachelor of Arts in Developmental Economics from Boston University, Mr Jooma has previously served as President of the American Business Council, President of the Overseas Investors Chamber of Commerce and Industry (OICCI), Chairman of the Pharma Bureau and Executive Committee member of Board of Investment (BOI) - Government of Pakistan. He has also served on the Board of Directors of NIB Bank Limited and Engro Fertilisers Limited, and Board of Governors of Indus Valley School of Art and Architecture (IVSAA). Mr Jooma serves on the Board of Systems Limited and is the Chief Executive of NutriCo Pakistan Private Limited as well.

He is on the Board of Governors of the Lahore University of Management Sciences (LUMS) and is also a Trustee of the Duke of Edinburgh's Awards Programme. Mr Jooma has attended Executive Development Programmes at INSEAD and Harvard Business School.



## **Mohammad Riaz Khan**

Mr. Riaz started off his career as the Secretary/ Additional Deputy Commissioner Budget in 1981. He has served as Commercial and Economic Counselor in Paris and Counsel General, Turkey. Due to his active involvement in Public Affairs, he was posted as DG Social Sector at the Prime Minister's Secretariat. Mr. Riaz has also served as DG Customs for 4 years and Director at the National Assembly of Pakistan. He was appointed to the role of Director, State Bank of Pakistan (SBP) in 2016. During his tenure at SBP, he also served as Member, Monetary Policy Committee of Pakistan. Mr. Riaz has served the Government of Pakistan for over 37 years.



## **Lt. Gen. (R) Muhammad Masood Aslam**

Lt. General (R) Muhammad Masood post his retirement remains actively involved with numerous think tanks in Pakistan and abroad. He has special expertise in countering militancy, violent extremism and undertaking rehabilitative measures to ensure lasting peace. He was posted as Pakistan's Ambassador to Mexico in 2011. He commanded the Peshawar Corps and oversaw all military operations in FATA and KPK. He held various command and staff appointments during his career including commanding a brigade and a Division. Mr. Masood was commissioned in Infantry, Pakistan Army in November 1971.



## **Michael Koest**

Mr. Koest holds a BA degree from the University of Neuchâtel (Switzerland) in Philosophy, Geography and German Literature. He has a proven track record in management, sales & marketing. Michael Koest joined BAT in 2001 in Zug, Switzerland. He has held various positions in BAT in areas of Strategy & Planning and Marketing. Mr. Koest has also served as the Commercial Director in BAT Netherlands and in BAT Korea. Mr. Koest has been appointed to the Board of Directors of Dutch retailer Primera B.V. He is also the President of American Chamber of Commerce in Sri Lanka and Chairman of the League of Multinational Corporates in Sri Lanka. Michael currently serves as General Manager, Sri Lanka and joined the PTC board in 2016.

## **Zafar Aslam**



Zafar is a Mechanical Engineer having completed management programs in University of Cranfield, Stanford University and IMD Lausanne. He's worked on multiple programs with McKinsey, Accenture and Gartner. Zafar joined BAT 23 years ago as a Management Trainee in Operations. After several roles in PTC, he moved to Malaysia as the Asia Pacific (AsPac) Regional Supply Chain Program Manager before returning to Pakistan as the Factory Manager. In 2010, he was appointed as Operations Director, BAT Bangladesh. He then served as the Regional Head of Plan & Service based in the UK and later on as the Group Head of Plan, Service & Logistics in the Global Head Office, London before returning to Asia as the Regional Operations Director for AsPac Region in 2016. He was also appointed Director on the Boards of British-American Tobacco (Singapore) Pte Ltd & British-American Tobacco Marketing (Singapore) Pte Ltd. Since January 2018, Zafar has taken over the added responsibilities of the Middle East Area as Regional Operations Director.