

Zafar Mahmood

Mr. Mahmood holds a master's degree in Economics, LL.B. and Post Graduate Diploma in Development Administration from Manchester University, UK. He 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.

Syed Ali Akbar

Mr. Akbar joined PTC in 2019 as the Marketing Director, holding a strong legacy with over two decades of multi-faceted experience. He holds extensive experience of working with various multinational corporations and Fortune 500 companies not just in Pakistan but also the Middle East, North Africa and North America. During his professional journey, he has held various senior leadership roles in General Management, Sales, Marketing, New Business Development, Supply Chain and Mergers & Acquisitions and has served as a Director in different organizations both in public and commercial sectors. He embarked on his outstanding career journey as a Management Trainee at Unilever Bestfoods and very quickly grew taking up senior leadership roles in Engro Corporation, British American Tobacco and the Coca-Cola Company. He has led large and diverse teams in multiple countries with complex business challenges. During his career, he has received various local & global honors for his contributions towards strategic marketing & innovation in notable positions. One of the most coveted accolades he received was in recognition of his ground-breaking strategy of driving innovation at the Coca-Cola company whereby he was presented the Global Award – the Zenith of recognition, by the Chairman & the Board of Directors in 2018.

William Pegel

Mr. Pegel joined PTC as Area Head of Finance in 2019. He has over 23 years of experience in various BAT companies and successfully performed the role of Finance Director in various end markets including New Zealand, Papua New Guinea, Ghana and Bangladesh. He has also held various senior finance roles at BAT Australia and BAT South Africa since 1996. Prior to joining PTC, William was an integral member of the BAT Bangladesh Leadership Team displaying strong leadership and business acumen. He is a Certified Chartered Accountant from the South African Institute of Chartered Accountancy.

Syed Asad Ali Shah

Mr. Shah has a master's degree from Cranfield University School of Management. He has more than 19 years of experience with PTC. He has worked in several managerial roles in different functions including Marketing, Supply Chain and Corporate & Regulatory Affairs. He has previously served as the Head of Government Affairs and in 2018, he was appointed as Director, Legal and External Affairs.

Belinda Ross

Ms. Belinda completed her LLB and B. Com at the University of Otago, New Zealand and is registered as a Barrister and Solicitor in 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 BAT and her current role encompasses Legal Affairs, Corporate Affairs and Security matters across Asia Pacific and Middle East region. She is a member of the leadership teams of Asia Pacific and Middle East regions and the Global Legal and External Affairs team.

Asif Jooma

Mr. Jooma started his career in the corporate sector with ICI Pakistan Limited in 1983 and has over 35 years of extensive experience in senior commercial and leadership roles. Following his early years with ICI Pakistan Limited and subsequently Pakistan PTA Limited, he 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, he 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 Fertilizers Limited, and Board of Governors of Indus Valley School of Art and Architecture (IVSAA). Currently he serves on the Board of Systems Limited, National Bank of Pakistan, International Industries Ltd. in addition to serving as the Chief Executive of NutriCo Pakistan Private Limited. 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. He has attended Executive Development Programmes at INSEAD and Harvard Business School.

Mohammad Riaz Khan

Mr. Riaz holds a master's degree in Development Economics from Williams College, Massachusetts, USA with a post graduate diploma in Mathematics and Economics from University of Colorado, Boulder, USA. He also has a master's degree in Defense and Strategic Studies from National Defense University Islamabad. He has over 36 years' experience and have held senior level jobs in various ministries and departments of Government of Pakistan both within and outside the country. His jobs involved policy making, diplomacy, negotiations of trade, customs, finance, investments and economic related laws and rules. He has served in the Federal Board of Revenue, the Prime Minister's office, and the National Assembly Secretariat. He was Trade and Commercial Counsellor in the embassy of Pakistan Paris, France and also remained as Counsel General Istanbul, Turkey. He has served on the Board of State Bank of Pakistan as a Director and also served as Member of the Monetary Policy Committee. His last assignment was as Secretary of the National Assembly of Pakistan.

Usman Zahur

Mr. Usman Zahur joined Pakistan Tobacco Company Limited (PTC) as a Management Trainee in 1997. During his career in BAT, he has acquired extensive global experience in various Marketing positions in Brands, Trade and SP&I in markets like Kenya, United Kingdom and Bangladesh, amongst others. He returned to Pakistan in 2017 as the Area Marketing Director for South Asia Cluster and in 2019, he was appointed as the Managing Director & Chief Executive Officer of Pakistan Tobacco Company Limited. From 1st March 2021, Usman was assigned the role of Area Director, Asia Pacific Area (APA) based out of Hong Kong.

Lt. Gen. (R) Najib Ullah Khan

Lt. General (Retd) Najib Ullah Khan served in Pakistan Army for 35 years. A graduate from the National Defense University, he had an illustrious career in Army. During his commendable service to the country, he served as the Quarter Master General and Engineer in Chief. He also led a formation in Kharian and was also Director General, Frontier Works Organization. Post his retirement from Pakistan Army, he served as the Vice Chairman of the Army Welfare Trust. Gen Najeeb also made valuable contribution to Cadet College Hasan Abdal while remaining on its Board.

Wael Sabra

Mr. Sabra holds a master's degree in Finance from University of Florida and is a Certified Management Account (CMA). He has over 18 years of experience with BAT, since 2003 he has held various key senior positions in the finance function across Middle East, Africa and South Asia. In 2010, he 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, he moved to Pakistan as Finance Director, South Asia Cluster. In his 18 years with BAT, he has been an Executive board member in several BAT operating companies. Presently, he is serving as Area Finance Director, Middle East South Asia & North Africa.

Shannon McInnes

Mr. McInnes holds a Bachelor of Commerce from Bond University, Australia and has wealth of experience working for multinationals such as Kellogg, Campbell and Coca-Cola Amatil prior to joining BAT. He has been with the BAT Group for over 19 years and has held various senior positions with the Group. He has served as General Manager, Austria delivering unprecedented growth with considerable cost reduction of the operation. He has also served as a Marketing Director for South East Asia, which represents one of the highest profit contributors for the Group globally. In this capacity, he set and delivered a strategy of turnaround driving the business into sustainable growth. He is currently serving as the Area Head of Marketing for Middle East and South Asia region.

Ozsan Ozbas

Mr. Ozbas is a Mechanical Engineer who has diverse experience prior to joining BAT ranging from holding senior positions in global automotive suppliers to being a founder of his own company including serving in the Turkish Navy. He has over 20 years' experience in various BAT companies and has acquired extensive global experience within manufacturing, quality, engineering and overall Supply Chain/Operations management. He has undertaken multiple senior roles in Turkey, Australia, Egypt, North Africa, Bangladesh, and most recently in Middle East & South Asia (MESA). Having recently been part of BAT MESA Leadership Team as an Area Director for Operations since July 2020, he successfully recalibrated the widespread MESA Operations landscape during the pandemic and laid the foundation of the 1st New Categories factory in Pakistan which also marks the first in Asia Pacific & Middle East region in the modern oral category. He became a member of the Global Operation Leadership Team as the Group Head of New Categories Operations in February 2021.