

Candidate Profiles

Junaid Iqbal:

Junaid is the founder and CEO of Salt Ventures, a MENAP focused early stage venture investing and advisory firm with stakes in foremost startups, that are disrupting retail, logistics, Fintech, agri, health and construction industries.

He has a strong record of accomplishments in leading turnaround and growth strategies. As the founding CEO of Careem, he led the introduction of this new concept to Pakistan, making it a household name within a few years.

Previously, he served as the CEO of Elixir Securities and BMA Financial Services.

He holds a B.Sc in Economics from the University of Michigan, Ann Arbor.

Muhammad Zeeshan

Executive Director and Chief Financial Officer

Mr. Zeeshan qualified as a Chartered Accountant in 2006 from Institute of Chartered Accountants of Pakistan. He started his career in Philip Morris as Manager Marketing Finance in 2008. Since then, he has assumed various roles across the function including an assignment in Regional HQ in Hong Kong. He has gained experienced in Budgeting & Reporting, Risk & Controls (including Internal Audit), Business Development & Planning, cross functional role in Commercial as Zone Manager Sindh and long term assignment to Switzerland (PMIs HQ) in Global Finance Team. Effective Feb'19 he took the current role of Chief Financial Officer of Philip Morris Pakistan Limited.

Pattaraporn Auttaphon

Non-Executive Director

Ms. Pattaraporn Auttaphon has a Bachelor and Master's degrees of Business Administration from Thammasat University, Thailand. She started her career with Philip Morris Thailand in 2001 as Accounting Supervisor, followed by several positions of increasing responsibilities within Finance including Procurement, Treasury, Planning and Business Development. Presently she holds the position of Controller South and South East Asia with Philip Morris International.

Mirza Rehan Baig

Independent Director

Mirza Rehan Baig has extensive experience in C-level & senior management positions, building brands and businesses in strategic and emerging markets and has served on the boards of several listed companies. He has a proven track record in driving results, growing businesses leading teams and mentoring talent

in various roles in Africa Middle East and Asia Pacific - locations such as London, Saudi, Hong Kong, Indonesia, Lebanon, Thailand, UAE and Pakistan.

Rehan is a Senior Advisor to the Chairman of ACWA Power - an international developer, investor and operator of power generation and desalinated water plants and an Advisor for Sprint Milestone, an automation, analytics, and AI software company in Asia Pacific that helps clients through digital transformation.

Rehan has graduated from McGill University with a BA – Economics and Political Science and in General Management, Finance, Leadership, Strategic Marketing with IMD Business School. Rehan also has a Postgrad in Digital Marketing from IDM - London. He is also a qualified PICG director.

Roman Yazbeck Managing Director

Roman has built an impressive career in Philip Morris International (PMI) since joining in 1996, defined by progress and passion across functions and continents. He has served in a wide range of positions within PMI including Controller, Director Finance and Director Corporate Affairs in Italy to Managing Director Romania and Bulgaria to Vice President Africa and the Levant. His previous assignment at PMI was Vice President External Affairs & Business Development for South & South East Asia.

Prior to joining PMI, Roman has also worked with other leading organizations in Italy and the United Kingdom.

He holds a master's degree in economics from the London School of Economics and Political Sciences and an MBA from INSEAD.

Sarfaraz Ahmed Rehman:

A start-up and turnaround specialist, involved with iconic projects for most of his career. Commenced with Unilever; moved to SB (GSK), during their merger years; joined Jardine Matheson/Olayan JV in the Middle East, where he setup the first logistics service provider in the region; moved to PepsiCo and was Country Manager for Pakistan and Afghanistan. In 2005 started Engro Foods as CEO.

Took a sabbatical; moved into the social responsibility sector with Dawood Foundation for the KSBL education project in 2012. Re-joined Engro Foods as CEO in 2013 and successfully turned around the company by 2015.. Also was an Executive Coach for Grant Thornton for two years. Used his spare time for mentoring and coaching of young executives/college leavers and giving motivational speeches at events. Was the Chairman of the Broadcasters and Advertisers Council 2015-18, Chairman of the first Effie Awards in Pakistan 2018.

In 2020 joined FFBL as CEO and the group revived dramatically posted very good results in 2021, including

resolving its liquidity issues. In 2021 moved across to FFC as CEO, with a purpose to set the footprint and direction of the company for the next decade or so. The two group food companies Fauji Food and Fauji Freeze have both come out of a long-troubled period and are now posting good results.

Nadia Waris

Nadia started her journey with Philip Morris (Pakistan) Limited in 2007 as General Manager Internal Controls, Compliance and Chief Internal Audit Pakistan. Due to her hard work and passion, within a short span of two years, she assumed the position of Manager Accounting and Budgeting Middle East. Nadia built an impressive career within Philip Morris International by working across various regions at senior level positions. Currently she is working as Regional Head Risk & Controls, SSEA, CIS and MEA.

Prior to joining PMI, Nadia has also worked with other leading organizations in Pakistan. Nadia has extensive experience in C-level & senior management positions with a demonstrated history of 20 plus years. Nadia is a qualified Chartered Accountant from the Institute of Chartered Accountants of Pakistan and from Institute of Chartered Accountants of England and Wales.