



## Erum Shakir Rahim

CEO – Executive Director  
Vice President & General Manager

Erum Shakir Rahim, Vice President & General Manager of GSK Pakistan Limited is an experienced leader with a career spanning over 30 years in the pharmaceutical sector. She started her career in the field of media, specifically advertising then as a journalist and later joined GSK Pakistan.

At GSK Pakistan, Erum has held multiple commercial roles in the marketing, sales, communication, and Government affairs department, enabling her to become a strong business development expert. She led the BMS, Stiefel and UCB acquisitions for GSK and has launched around 20 assets across oncology, vaccines and specialty medicines, whilst growing GSK's core assets. During her tenure, GSK Pakistan has maintained its leadership position in the Pharmaceutical Industry.

In 2013, Erum was appointed General Manager for GSK Malaysia and Brunei. In 2016, she became the Managing Director & General Manager of GSK Bangladesh and the Developing Countries Asia Cluster.

Following this, she was GM Indonesia from mid-2018. Erum took over as Vice President & General Manager of GSK Pakistan in April 2020. Having worked in multiple geographies and led diverse teams across 9 countries in Asia, she has been able to launch, sustain and grow key brands and portfolios whilst managing public, Government and regulatory challenges.