

## **ASAD SAID JAFAR**



He has held the position of Chief Executive Officer and Chairman of the Board of Directors at Signify Pakistan Limited (formerly Philips Pakistan Limited) from January 2009 up to his retirement in March 2024.

Asad served as the President of Overseas Investors Chamber of Commerce and Industry (OICCI) in 2014. He is currently serving on the Board of Directors of Engro Fertilizers Limited, Unilever Pakistan Foods Limited and Shabbir Tiles & Ceramics Limited. Previously he has served on the Board of Directors of Pakistan Institute of Corporate Governance (PICG), Engro Polymer & Chemicals Limited, Pakistan Oxygen Limited and as a member of the Institute of Business Administration (IBA) Corporate Leaders Advisory Board (ICLAB) as well as the International Advisory Board at NED University of Engineering and Technology.

Asad holds an Electrical Engineering (BE) degree from the NED University of Engineering & Technology and a master's degree in business administration (MBA) from the Imperial College Business School, London, UK where he studied as a Chevening scholar. He is a certified Board Director from PICG and a member of PICG's faculty for the flagship Directors Training Program and for the IFC-PICG training on ESG & Sustainability for Board Directors.

Asad is now working as a management consultant to provide advisory services to organizations that have an ambition to transform to significantly higher levels of performance & corporate excellence.