



Leadership ▪ Excellence ▪ Impact

April 01, 2025 - May 05, 2025

# IBA ALUMNI NEWSLETTER



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# ALUMNI EVENTS





# IBA Alumni Industry-Specific Reunion: Rekindling Professional Connections in Marketing, Sales, Branding, and Digital Fields



IBA Alumni Industry-Specific Reunion: Rekindling Professional Connections in Marketing, Sales, Branding, and Digital Fields

In Collaboration with [Tapal Tea \(Pvt.\) Ltd.](#)'s Tum, Mein Aik Aur Cup Chai Series

Karachi, April 25, 2025 – The IBA Alumni Network successfully hosted its Industry-Specific Reunion yesterday, bringing together professionals from the fields of Marketing, Sales, Branding, and Digital. In collaboration with Tapal's Tum, Mein Aik Aur Cup Chai Series, the event provided a dynamic platform for IBA alumni and students to reconnect, share insights, and engage in thought-provoking discussions about the evolving landscape of marketing, branding, and digital innovation.

The reunion featured a distinguished panel of industry leaders, including [Hamidah Walli](#), the Chief Marketing Officer at Tapal; [Daniyal Ali](#), Regional Manager of Advertising at [Daraz](#); [Osama Asif](#), Head of Brand at Kingtox; and [Osama Sarwar](#), Head of Marketing at [Bachaa Party](#). These experts shared their valuable perspectives on current trends, successful strategies, and the future of branding in Pakistan.



The event's engaging format included interactive segments that sparked creativity and lively debate among attendees.

In the "Hot or Not" segment, panelists evaluated different ads providing insights into what makes an advertisement effective. During "Ads We Wish We Did," panelists shared campaigns from other brands they admired, discussing why those campaigns stood out. The "Pitch This" segment invited five audience members to pitch products on the spot, with panelists voting for the best pitch, and the winner receiving a special hamper. The evening concluded with "Blast from the Past," where iconic ads like those from Safeguard and Telefun were revisited, and panelists shared their thoughts on how branding has evolved over time.

The event provided a unique opportunity for both established professionals and emerging talents to connect, learn, and gain fresh perspectives on the marketing, sales, branding, and digital landscapes. Attendees left with new ideas, valuable contacts, and a deeper understanding of the strategies that shape successful campaigns.

This reunion was another step in strengthening the IBA community and providing valuable networking opportunities for IBA alumni and students alike.





## Zafar Masud Book Launch: "Seat 1C" - A Tale of Unshakable Faith and Resilience



IBA Karachi hosted an impactful session featuring [Zafar Masud](#), President & [The Bank of Punjab](#). He shared reflections from his book *Seat '1C: A Survivor's Tale of Hope, Resilience, and Renewal*.

Moderated by Dr. S Akbar Zaidi, Executive Director, IBA Karachi, the session explored profound themes of survival, gratitude, and the strength to rebuild after life-altering experiences. Journey reminded the audience that true resilience isn't about shortcuts—but about walking life's path with intention and courage.

From embracing life's fragility to recognizing the goodness in people, the conversation serves as a potent reminder: don't wait for life's 30 seconds to be correct—live a fully conscious life purposefully every day. Organized by the [School of Business Studies, IBA Karachi](#) (SBS), the session inspired attendees to reflect, reconnect, and move forward with renewed life.







Moreover, on April 6th, the Dubai UAE Chapter hosted a memorable event celebrating the launch of Zafar Masud's book "1C", where he shared the remarkable story of his survival following a devastating plane crash. The event provided a poignant insight into his extraordinary journey, resilience, and the lessons learned through adversity.

Among those present at the event were Fahad Ali, Usman Sajjad, Fahim Alvi, Khurram Zaheer Chishti Chishti, FRM, FMVA,CBCA, SCR, AFM, Syed Jawad Hamdani, Nadeem Syed, Syed Sitwat Rizvi, Syed Ali Raza Fehmi, Raza Ali Khan, and Ali Allawala. Their presence further enriched the occasion, as they gathered to support and celebrate Zafar Masud's journey from survivor to storyteller.

The event was a truly moving experience, showcasing the power of the human spirit and the importance of sharing one's story to inspire others





## IBA ALUMNI AUSTRALIA CHAPTER MEETUP!



### IBA Alumni in Sydney Celebrate First-Ever Get-Together with Eid Milan Party

In the land of kangaroos and koalas, the spirit of IBA continues to thrive! The IBA alumni based in Sydney gathered for the very first time at a heartwarming Eid Milan party, bringing together more than 40 people—including alumni, their partners, and children—for an evening filled with memories, laughter, and connection.

Organised by the founding members of the IBA Alumni ANZ Chapter based in Sydney, [Ahmed Rafi](#), [Rahul Kumar](#), [Sindhya Kirshan](#), [Talib Haider](#); and hosted by Ahmed Rafi & his beautiful wife [Almas Ali](#), the event brought together alumni from as early as the Class of 2002 to recent graduates of 2020. It was a beautiful blend of generations, united by the shared bond of our alma mater.

No IBA reunion is complete without delicious Pakistani food, and this gathering was no exception. From the aroma of biryani to the warmth of kebabs, the spread had everyone reminiscing about hostel dinners and canteen hangouts. A special highlight was the dessert table, lovingly curated by our own alumna and founder of The Tea-Cake Lady (<https://lnkd.in/eevazn94>), whose sweet creations were an instant hit.

While it may have taken a little time to bring the group together here in the southern hemisphere, this event marked the beginning of a new tradition. Plans are already underway to meet more regularly and keep the IBA flag flying high—no matter where in the world we are.



# IBA ALUMNI MAGAZINE!



The image shows the cover of the IBA Alumni Magazine 2025. At the top left is the IBA logo with the tagline 'Leadership • Excellence • Impact'. Next to it is a large '70' with 'YEARS & BEYOND' written vertically. The main headline reads 'THE WAIT IS OVER! IBA ALUMNI MAGAZINE IS HERE!'. Below this, a red button says 'INSIDE THIS ISSUE:'. The content list includes: 'Alumni insights on navigating change', 'Global impact stories — IBA at L'Oréal, AKU, Systems Ltd & more', and 'Journeys of reinvention — banking, fashion, tech & beyond'. A red megaphone icon is on the right. A circular inset image shows a hand holding the magazine. Decorative dotted lines are on the left and bottom left.

**IBA** | **70** YEARS & BEYOND  
Leadership • Excellence • Impact

**THE WAIT IS OVER!**  
**IBA ALUMNI**  
**MAGAZINE**  
**IS HERE!**

**INSIDE THIS ISSUE:**

- 💡 Alumni insights on navigating change
- 🌐 Global impact stories — IBA at L'Oréal, AKU, Systems Ltd & more
- 🚀 Journeys of reinvention — banking, fashion, tech & beyond

Dear Alumni,

We're happy to share the IBA Alumni Magazine 2025, featuring a vibrant collection of articles contributed by IBA alumni from all over the world.

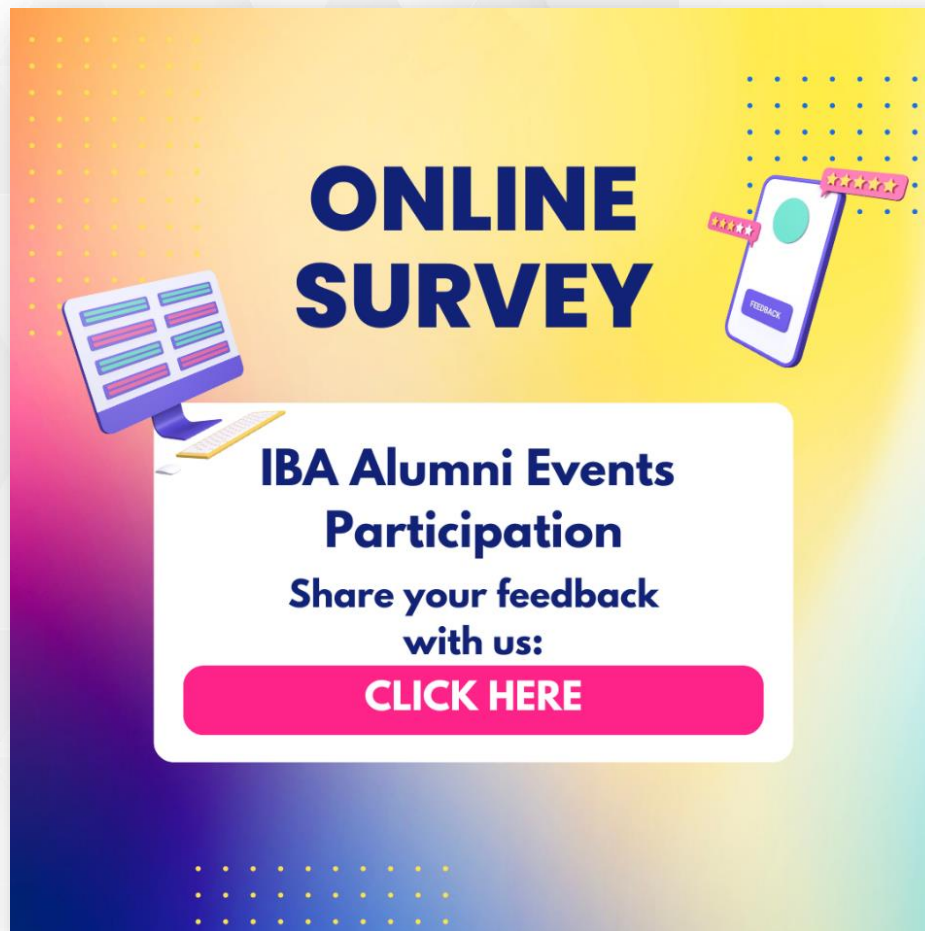
This year's edition offers a unique glimpse into the experiences, perspectives, and journeys of our global alumni community. Whether you're looking to gain insights into evolving industries or simply draw inspiration from fellow graduates, this magazine is for you.

Read it here: <https://alumni.iba.edu.pk/.../pdfs/alumni-e-magazine2025.pdf>.

We hope you enjoy reading it and feel the same pride we do in being part of such a dynamic and accomplished network.



## IBA ALUMNI SURVEY!



Dear Alumni,

We are committed to creating engaging events that bring our alumni community together to network, exchange ideas, and learn from industry leaders. Over time, however, we have observed a growing gap between the number of alumni who register for events and those who can ultimately attend.

To help bridge this gap, we have prepared a short survey to understand any factors that may be preventing you from attending our events, and to gather your suggestions on how we can better accommodate your needs and make participation more convenient and engaging. We would appreciate your candid response so we can learn how we can serve you better.

Please fill out the short survey: <https://lnkd.in/eUi7ffwV>

Your insights are valuable and will help shape the future of IBA alumni events.





# ALUMNI ACHIEVEMENTS





## ALUMNI ACHIEVEMENTS & EXPERIENCES

IBA



70

YEARS & BEYOND

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ALUMNI ACHIEVEMENT



WE ARE PROUD TO ANNOUNCE

Qawi Naseer

MBA Class of 2008

has been appointed as

CEO

Haleon Pakistan Ltd.

On behalf of the IBA community, we would like to congratulate him on this achievement and wish him the best of luck in his future endeavors.



For More Details:  +92 332 311 1422 |  [www.alumni.iba.edu.pk](http://www.alumni.iba.edu.pk)

 +92 21 111 422 422 |  [www.iba.edu.pk](http://www.iba.edu.pk)






[ibakhoofficial](https://ibakhoofficial.com)



**IBAF**  
INSTITUTE OF BANKING & FINANCE

Leadership • Excellence • Impact



70  
YEARS OF SERVICE

## ALUMNI ACHIEVEMENT



### WE ARE PROUD TO ANNOUNCE

## Farhan M. Haroon

MBA Class of 2013

has been appointed as

## General Manager

### Haleon South Africa

On behalf of the IBA community,  
we would like to congratulate  
him on this achievement and  
wish him the best of luck in his  
future endeavors.



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IBA



75

YEARS & COUNTING

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ALUMNI ACHIEVEMENT



WE ARE PROUD  
TO ANNOUNCE

Aruna Hussain

MBA Class of 1999

has been appointed as

**Global Head of Landside  
Transportation, Depots, and  
Cargo Risk Management**  
**A.P. Moller – Maersk**

On behalf of the IBA community,  
we would like to congratulate her  
on this achievement and wish her  
the best of luck in her future  
endeavors.



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IBAK  
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YEARS &  
RETURN

ALUMNI ACHIEVEMENT



WE ARE PROUD  
TO ANNOUNCE

Hussain Hasanali

MBA Class of 2011

has been appointed as

CCO

Engro Polymer &  
Chemicals Ltd.

On behalf of the IBA community,  
we would like to congratulate  
him on this achievement and  
wish him the best of luck in his  
future endeavors.



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|

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ALUMNI ACHIEVEMENT

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WE ARE PROUD TO ANNOUNCE

Sarim Sheikh

MBA Class of 1995

has been appointed as

Senior Independent Director

Octopus Renewables Infrastructure Trust

On behalf of the IBA community, we would like to congratulate him on this achievement and wish him the best of luck in his future endeavors.



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ALUMNI ACHIEVEMENT

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WE ARE PROUD TO ANNOUNCE

Ali Ammar Yousuf

BBA Class of 2013

has been appointed as

Country Head, UAE & Oman & Operational Excellence Director, Arabia

LIPTON

On behalf of the IBA community, we would like to congratulate him on this achievement and wish him the best of luck in his future endeavors.



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ALUMNI EXPERIENCES

★

WE ARE PROUD TO ANNOUNCE

Najeeb Agrawalla

MBA Class of 1989

has been recognized as one of the

Top 25 Fintech Influencers of Pakistan 2025

On behalf of the IBA community, we would like to congratulate him on this achievement and wish him the best of luck in his future endeavors.



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ALUMNI ACHIEVEMENT

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WE ARE PROUD TO ANNOUNCE

M. Abdullah Farooq

MBA Class of 1997

has been appointed as

CFO

METRO Pakistan Pvt. Ltd.

On behalf of the IBA community, we would like to congratulate him on this achievement and wish him the best of luck in his future endeavors.



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ALUMNI ACHIEVEMENT

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WE ARE PROUD TO ANNOUNCE

Ali Abbas Alam

MBA Class of 1996

has been appointed as

**Managing Director**

**Jefferies**

On behalf of the IBA community, we would like to congratulate him on this achievement and wish him the best of luck in his future endeavors.



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ALUMNI ACHIEVEMENT

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WE ARE PROUD TO ANNOUNCE

Haseebullah Zahur

MBA Class of 1997

has been appointed as

**Managing Director**

**FMC Pakistan**

On behalf of the IBA community, we would like to congratulate him on this achievement and wish him the best of luck in his future endeavors.



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ALUMNI ACHIEVEMENT

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WE ARE PROUD TO ANNOUNCE

Shahzeb Mahmood

MBA Class of 1997

has been appointed as

**CEO**

**Clorox Abudawood SJV**

On behalf of the IBA community, we would like to congratulate him on this achievement and wish him the best of luck in his future endeavors.



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Leadership • Excellence • Impact

ALUMNI ACHIEVEMENT

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WE ARE PROUD TO ANNOUNCE

Riaz Ahmed Kamrani

MBA Class of 1997

has been appointed as

**COO**

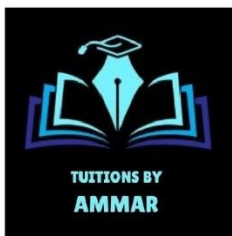
**The Citizens Foundation**

On behalf of the IBA community, we would like to congratulate him on this achievement and wish him the best of luck in his future endeavors.



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# DISCOUNT PARTNERS







YOU'VE GOT SOUL  
WE'VE GOT SOULS

## Padel and Coffee

a duo you didn't know you needed

Join the Champions Club Community and enjoy:

**25% OFF**  
on all padel court bookings

**20% OFF**  
on every cup of coffee

Come for the game,  
stay for the brews



## SPECIAL DISCOUNT

MOOSE CHALET

**25% OFF**

ROOM STAY WITH BREAKFAST

BOOK NOW

## **ALUMNI DISCOUNT PARTNER & BUSINESS DIRECTORY!**

If you would like to feature your business to thousands of alumni, please fill out the forms for coverage:

**Alumni Owned Business Directory:** <https://alumni.iba.edu.pk/pdfs/iba-alumni-business-directory.pdf>

**Alumni Owned Business Directory Registration Form:** <https://forms.gle/LsQLYNEZER1bmajZ9>

**Discount Partner Form:** <https://forms.gle/pJ453v3nNGh5nyTJA>

## **STAY CONNECTED WITH US!**

IBA regularly announces new interactive sessions, guest speakers, and programs that can help you upskill, network, and grow in your capacity! To ensure we can share the information in a timely and professional manner, the Alumni Affairs office would like to stay connected with you to invite you to these events and so much more!

Fill out the shared form so we will be able to inform you about the following:

- Corporate Connect Series/ guest speaker sessions.
- Industry-specific alumni reunions & meetups across the world
- Connection with upcoming alumni chapters around the globe
- Mentorship sessions for and run by the alumni.
- Support towards degree verification, faculty recommendations, or other personal requests for IBA matters.
- Upcoming events, ceremonies, and conferences hosted by IBA.
- Showcasing your startup and/or professional achievements and so much more!

<https://forms.gle/AuWq2gYpNwk3fbc6>