

Professional Profile



Name **SHAHAB RIZVI**

Nationality Pakistani

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Professional Associations

2017 **Member Panel of Experts Pakistan Stock Exchange Limited (PSX) Listing Committee – Pro Bono**

2017 **President Swiss Business Council (SBC) – Pro Bono**

Swiss Business Council (SBC) is a non-profit organization, registered with Securities & Exchange Commission of Pakistan and partner of Switzerland Global Enterprise (S-GE), (S-GE is a trade & investment promotion authority of Swiss Govt.); SBC is patronized by the Embassy of Switzerland in Islamabad and the Consulate General of Switzerland in Karachi, has an alliance with Swiss-Asian Chamber of Commerce & Associate of Asia Society Switzerland Foundation in Switzerland. Its primary objective is to promote Swiss SME investments in Pakistan by highlighting Pakistan as a preferred destination for investments by Swiss Small & Medium Enterprises (SME's)

2016

President Overseas Investors Chamber of Commerce & Industry (OICCI) – Pro Bono

The Overseas Investors Chamber of Commerce & Industry (OICCI) serves as a platform to promote foreign investments in Pakistan thereby playing a leading role in the growth of Commerce and Industry in the country.

The OICCI draws on a diverse membership both in terms of sector and geography with the current around 200 members representing 35 different countries and 14 different sectors of trade and industry.

The OICCI facilitates Foreign Direct Investments (FDI) into Pakistan and plays a vital role on several fronts including showcasing Pakistan as a preferred investment destination to prospective new foreign investors. It regularly engages with Public Sector key stakeholders in policy formulation to facilitate investments in the financial, commercial, and industrial sectors, particularly where it impacts foreign investment in Pakistan. OICCI ensures that the voice of its current members as well as prospective new investors is heard in the right quarters to develop an investment friendly regulatory framework. The Chamber also helps its member navigate difficulties arising due to anomalies in laws or policy implementation.

The Chamber collects statistics and information regarding foreign investment from numerous sources and delivers presentations on investment and business environment to several bodies such as prospective investors, foreign trade delegations and trade counselors.

2014

Chairman Pharma Bureau (part of OICCI representing overseas investments in the Pharmaceutical industry in Pakistan) – Pro Bono

Pharma Bureau is an organization of Pakistan's research and innovation driven pharmaceutical companies committed to addressing healthcare needs by:

- Facilitating greater access to quality healthcare solutions
- Encouraging research and innovation
- Disseminating knowledge and sharing best practices

Contributing meaningfully to policy dialogues by working closely with the relevant Government authorities

Members of Pharma Bureau:

Provide quality drugs to the Pakistani patients at affordable prices without compromising on stringent industry standards. Introduce innovative drugs and medicines in Pakistan to

enhance patient welfare and quality of life. Provide refresher courses to doctors on latest health topics / trends and educate them on new medication. Introduce, uphold, and promote Good Manufacturing Practices (GMP) and Good Distribution Practices (GDP). Are conscientious and ethical members of society, providing social care and support during national disasters in addition to providing access of expensive medicines to marginalized communities via innovative patient access programs. Members have also worked proactively over the years for import substitution of expensive medicines by transferring production on shore in Pakistan.

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Academic Achievements

1978-1982
University of Karachi
MSc. Economics
BSc. Honors Economics

Professional Career Summary

January 2021 –
Present

www.ppl.com.pk

Independent Director & Chairman Of The Board

Pakistan Petroleum Limited.

The pioneer of the natural gas industry in the country, Pakistan Petroleum Limited (PPL) has been a frontline player in the energy sector since the mid-1950s. As a major supplier of natural gas, PPL today contributes around 20 percent of the country's total natural gas supplies beside producing crude oil, Natural Gas Liquid and Liquefied Petroleum Gas. PPL is a Public Sector Listed company. Incorporated on 5 June 1950, when it inherited the assets and liabilities of the Burmah Oil Company Ltd.

The company is headquartered in Karachi. It operates major oil and gas fields, including the Sui gas field, has non-operating interests in other fields, and has an interest in an exploration portfolio onshore and offshore. It has assets not only in Pakistan but also overseas in Iraq, Yemen and most recently in the UAE

December 2019 –
Present

www.taskeen.org

Member Of The Board Of Advisors – Pro Bono

Taskeen, Karachi, Pakistan

Taskeen (ٹی کیسٹ: "to comfort") is a non-profit that aims to change people's attitudes, behaviors and perceptions towards health and well-being in Pakistan. We believe that a healthy mind, body, emotions, and relationships are essential for us to lead happy and healthy lives and be able to form healthy families for a healthy society and a healthy Pakistan.

December 2018-
Present

[www.dls-
global.com](http://www.dls-global.com)

Co-Founder & CEO

Digital Landscape (Private) Limited
Karachi, Pakistan. A software development start-up with a mission to extend Affordable Access of Healthcare and Education to marginalized communities using innovative technology platforms driven by Machine Learning & Artificial Intelligence

January 01, 2019,
to June 30, 2020

www.the.pef.com

Chief Executive Officer

Professional Education Foundation (PEF) – **Pro Bono**

A 'Not for Profit' Organization working towards alleviation of 'multi-dimensional poverty' by providing Professional Educational opportunities to marginalized communities in Pakistan. Working with over 36 professional educational institutions across the country, PEF has been able to impact the lives of over 3,000 families in Pakistan by funding professional education expenses of their children in areas such as medicine, engineering, business, information technology and agricultural sciences.

2008 - 2018
December

Country President & Chief Executive Pakistan & Afghanistan

Novartis Pharma (Pakistan) Limited
Responsible for over 1,000 staff (including local manufacturing operations until divestment of site). Over the 10 years of my responsibility CAGR revenue growth for the overall business remained at an average of +15%. Initiated patient access programs in liaison with the Government of Pakistan and Provinces, market value of which grew to over USD 130 million by 2017

2004-2008

Business Unit Head – OTC for Middle East (GCC, Levant, Iran & Iraq)

Novartis Consumer Health – Middle East
Complete business responsibility for 12 countries with a team comprising of 13 nationalities, delivering an overall business revenue CAGR of +15% over a 4-year period.

2001-2004

Division Head – Novartis Consumer Health

Novartis Pharma (Pakistan) Ltd.
Set up a new business division with a historical revenue growth of -7% in 2000, complete hiring of a new team of over 100 staff within first year of operations to deliver a revenue growth of +25% by close of business in year in 2004

1999-2001	Shell Gas (LPG) Pakistan Marketing & Commercial Head for Pakistan & Asia Pacific Region
1998-1999	Unilever Pakistan Marketing Projects Head – Ice Cream
1994-1998	Unilever Bangladesh Limited Marketing Controller - Unilever Bangladesh
1993-1994	Unilever International Plc. Business Development Manager – Iran
1990-1993	Unilever Pakistan Group Product Manager – Personal Care
1989-1990	PepsiCo International Franchise Manager – Northern Region, Pakistan
1985-1988	Unilever Pakistan Commercial Roles in Sales & Marketing Management
1983-1985	Packages Limited, Senior Sales Officer, Karachi

Key Professional Accreditations

2018	Certification of Director Pakistan Institute of Corporate Governance (PICG)
2012	Business Finance II, Cohort XXII Harvard Business School, Boston, USA
2012	Emerging Markets Leadership Forum (EMLF) IMD Lausanne, Switzerland
2011	General Manager Development Centre (GMDC), Bangkok, Thailand - Kaisen Consulting Ltd.
2006	Role of the Leader M2, Miami USA - Mercer Delta
2006	Building Winning Brands & Consumer Excellence - Oxford Strategic Marketing
2005	Advertising Development Program (Winning Brands Initiative) – Oxford Strategic Marketing

- 2004 Consumer Excellence Program, Strategic & Annual Marketing Planning, USA – Oxford Strategic Marketing & Boston Consulting Group
- 2002 Novartis Leadership Program (NLP) - Novartis International with Harvard Business School
- 1996 General Management Program - Unilever Plc UK
- 1995 International Sales Program – Unilever Plc UK