

## PROFILE: MR. SARMAD ALI

Mr. Sarmad Ali is the Honorary Secretary of the Management Association of Pakistan since May 2017. He is a member of the Executive Committee since 2010.

Mr. Sarmad Ali works as the Managing Director of the Jang Group.

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**Educational Qualifications:** MS, Villanova University, Pa, USA.

### **Experience Details**

**A.** Currently working as Managing Director, Jang Group

### **B. Previous Experience :**

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|--|-----------|
| 1. Executive Director Marketing, Jang Media Group  | 1998-2006 |
| 2. Chief Operating Officer, The News               | 1995-1998 |
| 3. Director Marketing, The News                    | 1993-1995 |
| 4. Director Client Services, IAL/Saatchi & Saatchi | 1987-1993 |

### **C. Other Experience :**

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|---|-----------------|
| 1. Honorary Treasurer of the MAP                                      | 2015-2017       |
| 2. President, All Pakistan Newspaper Society (APNS)                   | 2016- Till Date |
| 3. Secretary General, All Pakistan Newspaper Society (APNS)           | 2014-2015       |
| 4. President, All Pakistan Newspaper Society (APNS)                   | 2012-2014       |
| 5. Secretary General, All Pakistan Newspaper Society (APNS)           | 2010-2012       |
| 6. President International Advertising Association (Pakistan Chapter) | 2005-Till Date  |
| 7. President Marketing Association of Pakistan                        | 1998/2000/2001  |

### **D. Awards/Honors :**

- |   |      |
|---|------|
| 1. Sitara-i-Imtiaz (Pakistan's third highest Civil Award) | 2013 |
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