

## PROFILE: SYED MASOOD HASHMI

Syed Masood Hashmi is a member of the Executive Committee of the Management Association of Pakistan since April 2006.

Syed Masood Hashmi works as the President & CEO of Orient McCann.

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**Educational Qualifications:** Graduation in Commerce; Diplomas in Advertising, Marketing & PR (London); Leadership Development Program from Colombia University

### **Experience Details**

**A.** Working as the President & CEO of Orient McCann since 1<sup>st</sup> February, 2008.

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

1. Managing Director/CEO of Orient Advertising (Pvt.) Ltd. from March 2006 to January 2008.
2. Deputy Manager Director of Orient Advertising (Pvt.) Ltd. from July 1986 to March 2006.
3. Chief Executive Officer of Orient Public Relations (Pvt.) Ltd. from 1988 till date.

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

1. President MAP 2015 – 2017
2. Vice President MAP 2013 - 2015
2. Honorary Treasurer MAP 2011 - 2013
3. Member Board of Governors of IoBM; Member Board of Health Foundation
4. President, Marketing Association of Pakistan for the 10<sup>th</sup> Term; Elected Vice
5. President of Arts Council of Pakistan for 3 terms.