



## **SYED MAZHAR ALI NASIR**

### **DESIGNATION: CHIEF EXECUTIVE OFFICER**

Syed Mazhar Ali Nasir is a distinguished business leader and entrepreneur with an extensive career spanning over three decades. He holds a Master of Business Administration (MBA) from the Institute of Business Administration (IBA) Karachi, class of 1991, with a double major in Finance and Marketing.

With an active professional journey since 1991, he has held key leadership positions in various organizations. He serves as the Director of Swat Ceramics Company (Private) Limited and Chief Executive of Star Foods (Private) Limited and Star Ceramics (Private) Limited. He also has experience as a former Brand Manager at Unilever Pakistan Limited, demonstrating his expertise in brand management and corporate leadership.

Beyond his corporate endeavors, Syed Mazhar Ali Nasir has played a significant role in various honorary and advisory positions. He has been a member of the Board of Governors at the Institute of Business Administration (IBA) from 2014 to 2018 and a member of the National Business Education Accreditation Council (NBEAC) for four years from December 10, 2018. Additionally, he has contributed as a member of the National Vocational & Technical Training Commission under the Ministry of Federal Education & Professional Training, Government of Pakistan, from 2015 to 2018. His commitment to education and skill development is further reflected in his membership in the Syndicate of the University of Karachi and the Governing Body of the Sindh Employees' Social Security Institution (SESSI).

He has been actively involved in the Federation of Pakistan Chambers of Commerce & Industry (FPCCI) in multiple capacities, including Senior Vice President, Former Vice President, and Advisor to the President. His contributions extend to serving as a member of the National Council of the Shanghai Cooperation Organization Business Council (Pakistan Chapter) since 2016, as well as holding membership positions in the Pakistan Ceramic Manufacturers Association and the Citizen Police Liaison Committee (CPLC).

His expertise in economic policies and trade is evident from his involvement in the Economic Advisory Board under the Ministry of Finance, Government of Pakistan, and the Advisory Council of the Ministry of Finance. He has also contributed to the National Assembly Standing Committee on Finance & Revenue, the Advisory Committee on the Federal Board of Revenue (FBR), and the National Trade Corridor Committee on Public-Private Partnerships.

With a broad international outlook, Syed Mazhar Ali Nasir has represented Pakistan in trade negotiations and committees, particularly with China, Malaysia, and Turkey. He has been part of the Joint Working Group on Industrial Cooperation (IC) on CPEC and the Advisory Council of CPEC (FPCCI). His financial acumen has led him to serve on the Private Sector Credit Advisory Council (PSCAC) of the State Bank of Pakistan.

His memberships extend both nationally and internationally, including executive and general body memberships in the Federation of Pakistan Chambers of Commerce & Industry (FPCCI), Karachi Chamber of Commerce & Industry, and SMRC Chamber of Commerce & Industry. He has also been affiliated with international trade organizations such as the Young Presidents' Organization (YPO), Confederation of Asia Pacific Chambers of Commerce & Industry (CACCI), and the ECO Chamber of Commerce & Industry (ECO-CCI).

Syed Mazhar Ali Nasir has led numerous trade delegations to countries such as Vietnam, Poland, China, the Czech Republic, Turkey, India, Costa Rica, UAE, and Russia. His global experience is further complemented by his extensive travels to over 50 countries.

Fluent in both Urdu and English, he is a well-rounded individual with a passion for architecture, interior design, and reading. His diverse expertise and leadership roles continue to contribute significantly to the corporate and economic landscape of Pakistan.