

# Dr. Salomon Jacobus Van Rooijen

Cobus Van Rooijen is the founder of New Future Consumer General Trading LLC. He has had a long career in several multinational companies, having served on the boards of Castle Brewing Namibia as MD, Heineken Russia as MD of Heineken Commercial Services and member of the executive board of Heineken Russia, executive board member of Vlisco BV in the Netherlands, executive board member of Amber Beverage Group in Latvia and currently MD of NFCL. Cobus has held global executive positions with SABMiller (now part of AB InBev) as global Exports director, Heineken International (Amsterdam, the Netherlands) as global functional head of Sales, Distribution and Trade Marketing, Vlisco BV (Helmond, the Netherlands) as global Sales director as well as global Brand director for the Vlisco brand and ABG (Riga, Latvia) as global Sales and Marketing director. In these capacities he has worked on all five continents on commercial turnarounds and M&A due diligence projects. He is currently the MD of NFCL, focusing on FMCG business development and JV/M&A projects as well as being a business coach to several companies globally in GTM and Trade Marketing, based in Dubai, UAE.

# Mr. Muhammad Irfan-ul-Haq

Muhammad Irfan-ul-Haq, is currently the Country Manager, Pakistan for New Future Consumer General Trading LLC. He has had more than 17 years' experience in Nestlé in different positions inside and outside Pakistan. Among his many assignments, Irfan has previously as Head of Commercial Development team in Nestle Pakistan as well as Head of Sales Operations and Capability Development in PT Nestle Indonesia. He has a strong background in commercial areas including business strategy, category management, and shopper marketing.

# Mrs. Ferial Ali Mehdi

Mrs. Ferial Ali Mehdi took over the reins of the company as the CEO in November 1998. She remained at the position till December 2012. She was the chairman from July, 2007 to June, 2023. She has led the turnaround of ZIL Limited by turning a constantly loss making business into a profitable entity and wiped out all accumulated losses within 3 years of becoming the CEO.

Mrs. Mehdi holds a bachelor's degree in Economics from Karachi University. She started her career at Wazir Ali Industries as a Marketing Trainee and rapidly climbed up the corporate ladder to become Brand Manager. She has had exposure on all the levels in Marketing and chiefly looked after the Cooking Oil category of the business.

In 1996, Mrs. Mehdi resigned from Wazir Ali to join ZIL Limited. She took over as the Marketing Manager looking after the entire range of the products and later excelled to the position of Director Marketing. She took over as Managing Director in 1998 and streamlined costs, processes and benchmarked various aspects of the business to make it more state-of-the-art. This resulted in lowering the losses and eventually with her team she turnaround the company by mid-2003. They grew the business from a Rs. 390mn net turnover in 1999 to a Rs. 1.6 bn by 2011. She has recently put into place a new team to invigorate, innovate and eventually grow the business into a more diverse and strong FMCG company.

She attended IMD's Orchestrating Winning Performance Program (OWP) in 2006 and gained intensive exposure to current thinking on today's key management issues. Mrs. Mehdi is certified member of Pakistan Institute of Corporate Governance (PICG).

# Mr. Mubashir Hasan Ansari

Mr. Mubashir H. Ansari joined ZIL Limited in April 2011 as GM-Marketing and Sales. He was promoted to the position of CEO in January 2013 he remained the position till March 2025. Since his appointment as CEO, he has successfully managed to lead the change and increase sales, which made the bottom line positive.

Mr. Ansari is an MBA from the University College of Wales, Aberystwyth, UK. He started his professional journey with Unilever in 1991. He stayed with Unilever for 10 years and during this tenure he demonstrated his leadership capabilities in marketing as well as sales function.

His international and local appointments covered leading multinational and national organizations including ICI, Savola, English Biscuits Manufactures and Shan Foods where he has held leadership roles in Middle East region, and Pakistan.

Mr. Ansari has vast experience in growing existing business and introducing new products in FMCG industry. Most of his achievements have emerged from developing people, seeking opportunities for collaboration and managing leadership transition in changing environment.

He has built and delivered strategic and operational capabilities in diversified categories including personal care, household cleaning products, hot beverages, edible oils and fats, culinary, spreads, sauces, drinks, desserts, and biscuits.

He attended IMD's Orchestrating Winning Performance Program (OWP) in 2015 and gained exposure to thinking on current leadership challenges and key management issues. Mr. Ansari is also a certified director from Pakistan Institute of Corporate Governance (PICG).

## Mr. Ahsan Rashid

Ahsan has over 30 years of diverse experience, mainly with major multinationals including more than 13 years as Company Head. He has been Managing Director of Coca-Cola Beverages Pakistan Limited and Ghani Glass Limited. He has also worked in Rafhan Best Foods Limited (now Unilever Foods), Pepsi Cola International and Tetra Tech Inc., USA. He is currently working as Founder and CEO of Optimus Group of Companies, providing services in areas of Management Consulting, Distribution and IT. His areas of expertise are Business Transformation / Restructuring, M&A, Strategic Planning, Management / Information Systems and People Development. He has extensive international market visit exposure – 20 countries in 6 continents and is proficient in adapting international best practices to local environment. Ahsan did his MBA from University of California, Riverside, USA and MS in Industrial & Operations Engineering from University of Michigan, Ann Arbor, USA. He also has BSc. in Mechanical Engineering from University of Engineering & Technology, Lahore as well as Certificate in Hazardous Materials Management from University of California - Extension, Riverside, USA. He is President of Pakistan Celiac Society and a life member of Adventure Foundation of Pakistan.

## Mr. Muhammad Salman H. Chawla

Salman has over 15 years of experience for working in various sectors including pharmaceutical, agriculture, chemical, engineering, and finance. He played an instrumental role at senior management level in business development, corporate governance, corporate affairs, and general management. Currently, he is associated with NIT and is also representing the organization as a board member. Salman holds a master's degree in Business Administration from IBA – Karachi and is also an Associate Member of Institute of Corporate Secretaries of Pakistan.

# Faeyza Khan-Faheem

Faeyza Khan is a development professional with more than 18 years of experience. She is now the co-founder of a think tank and advisory company, Tangent. Her career spans commercial banking in Pakistan to Global technology company in Palo Alto and Paris. Finally, she was with the International Finance Corporation (IFC) since the past 13 years, where she worked on projects in Pakistan and around the world. She was leading IFC's microfinance country advisory program in her last stint, having earlier worked in equity and investment divisions on projects ranging from commercial banks, microfinance Banks to leasing and insurance companies. While at IFC, she was the team's ESG champion (environment, social and corporate governance). These principles are firmly embedded into the monitoring and evaluation metrics that are the pillar of IFC's investment and advisory projects to ensure optimal impact. IFC's ESG policies, guidelines, and tools are widely adopted as market standards and integrated in operational policies by corporations, investors, financial intermediaries, stock exchanges, regulators, and countries. This helps emerging markets raise their ESG standards and level the playing field.