

PROFILE OF CONTESTANTS

1. MR. AEZAZ HUSSAIN

Mr. Aezaz Hussain founded Systems Limited in 1977 as the first software house in Pakistan. His professional acumen provided the overall direction for turnkey computer projects involving systems design, hardware selection and installation, and the planning and management of large-scale industrial projects. Within the organization, he has been responsible for the internal restructuring needed to respond to periodic shifts in the company's strategy.

Mr. Hussain was the CEO of Visionet Systems, Inc. in New Jersey, USA till 2008 and he is currently the Chairman for both Visionet Systems and Systems Limited. His main role is the development of enterprise strategy. He was a member of Pakistan's Information Technology Commission, which advised the President of Pakistan on IT-related matters and national policies. He has been a member of a number of committees and advisory bodies set up by the government on Information Technology strategies and on the development of public-sector information systems. He was a founding member and the founding President of Pakistan Software Houses Association (P@SHA). He served as a member of the Economic Advisory Board, Government of Pakistan, the Information Technology Commission of Pakistan, and the Council of Computer Society of Pakistan.

Lahore

Systems Campus
Software Technology Park
E-1, Sehjpal Near DHA Phase-VIII
(Ex-Air Avenue), Lahore Cantt, Pakistan.
UAN: 042 111 SYSTEMS (797 836)

Karachi

E-5, Central Commercial Area,
Shaheed-e-Millat Road,
Karachi, Pakistan.
T: +92 42 34549385-87
F: +92 42 34549389

Dubai

TechVista Systems FZ-LLC
Office 1905, Regal Tower
Business Bay,
Dubai, UAE.
T: + 9714 369 3525
F: + 9714 456 3761

2. MR. ASIF PEER

Mr. Asif Peer has been serving as Chief Executive Officer (CEO) and Managing Director (MD) of Systems Limited, the same company where he began his career as a software developer in 1996. He also served as a Member of the Board of Directors.

Having majored in Computer Sciences at the National University of Computer and Emerging Sciences (NUCES) in Karachi, Peer was able to position himself in the lead for a job at Systems Limited as soon as he graduated. He demonstrated sheer tenacity by also completing his MBA in Marketing and Finance from the Institute of Business Administration (IBA) in Karachi only a year later.

He has also served as the Chief Operating Officer (COO) of Visionet Systems, Inc. from 2008 to 2012 in the US before returning to Pakistan and taking charge of Systems Limited as CEO.

Under his leadership, the company has won several accolades, including Microsoft Country Partner of the Year, Top IT exporter 2019 award by PSEB IT Export Awards, membership of Microsoft Dynamics President's Club in 2014 and 2015, and 14 P@SHA ICT Awards in 7 categories over the past 5 years. He is also serving as Information Technology Board Member for CPEC Business Council on the advice of the Advisor to Primer Minter for Commerce and Investments, the Chairman BOI. The company has also been awarded by the prestigious Forbes Asia's Best Under a Billion 2020.

Asif Peer is an active member of P@SHA, representing Systems on a national level. He has been elected as President Executive Committee 2020 for American Business Council, a non-profit dedicated to bridge investment and business opportunities between Pakistan and the United States of America. He is also serving as a co-chair at Parwaz ICT, a multifaceted platform serving as a national accelerator on closing the skills gap to ensure the work readiness of Pakistan's current and future workforce. He is also serving as Information Technology Board Member for CPEC Business Council on the advice of the Advisor to Primer Minter for Commerce and Investments, the Chairman BOI.

3. MR. ARSHAD MASOOD

Mr. Arshad Masood started his career with IBM Corporation in the US and held various professional and managerial positions, including Sales Manager. He was a consistent top performer and his primary objective was to enhance customer relationships, protect their revenue base, and identify new revenue opportunities. In 1994, Mr. Arshad Masood founded Visionet Systems, Inc., USA, and is currently the CEO of the company.

As founder, Mr. Arshad Masood envisioned and executed a strategy to create a general-purpose consulting and solutions company. As CEO, Mr. Arshad Masood is responsible for long-term strategic planning and providing guidance to operations across the enterprise. He helped Visionet Systems build a strategy and value proposition for products and services in the mortgage industry. Mr. Arshad Masood holds a BSc (Engineering) degree from Engineering University, Lahore, an MSc degree from University of Guelph, Canada, and an MBA degree from Baruch College, New York.



Lahore

Systems Campus
Software Technology Park
E-1, Sehjpal Near DHA Phase-VIII
(Ex-Air Avenue), Lahore Cantt, Pakistan.
UAN: 042 111 SYSTEMS (797 836)

Karachi

E-5, Central Commercial Area,
Shaheed-e-Millat Road,
Karachi, Pakistan.
T: +92 42 34549385-87
F: +92 42 34549389

Dubai

TechVista Systems FZ-LLC
Office 1905, Regal Tower
Business Bay,
Dubai, UAE.
T: + 9714 369 3525
F: + 9714 456 3761

4. MR. ASIF JOOMA

Mr. Asif Jooma started his career in the corporate sector with ICI Pakistan in 1983 and has over 35 years of extensive experience in senior commercial and leadership roles. Following his early years with ICI Pakistan Limited and subsequently Pakistan PTA Limited, he was appointed Managing Director of Abbot Laboratories Pakistan Limited in 2007. After serving there for nearly six years, he returned to ICI Pakistan Limited as Chief Executive in February 2013.

Mr. Jooma has previously served as the President of the American Business Council, President of the Overseas Investors Chamber of Commerce and Industry (OICCI) and Chairman of the Pharma Bureau. He has also served as a Director on NIB Bank Limited, Engro Fertilisers Limited and Director and Member Executive Committee of the Board of Investment (B01) — Government of Pakistan. Mr. Jooma currently serves on the Board of National Bank of Pakistan, Systems Limited and Pakistan Tobacco Company Ltd. and is the Chief Executive of NutriCo Morinaga (Private) Limited.

He is on the Board of Governors of the Lahore University of Management Sciences (LUMS) and a Trustee of the Duke of Edinburgh's Awards Programme whilst previously also serving on the Board of Indus Valley School of Art and Architecture (IVSAA). Mr. Jooma graduated cum laude from Boston University with a Bachelor of Arts in Development Economics. He has attended Executive Development Programmes at INSEAD and Harvard Business School.

Lahore

Systems Campus
Software Technology Park
E-1, Sehjpal Near DHA Phase-VIII
(Ex-Air Avenue), Lahore Cantt, Pakistan.
UAN: 042 111 SYSTEMS (797 836)

Karachi

E-5, Central Commercial Area,
Shaheed-e-Millat Road,
Karachi, Pakistan.
T: +92 42 34549385-87
F: +92 42 34549389

Dubai

TechVista Systems FZ-LLC
Office 1905, Regal Tower
Business Bay,
Dubai, UAE.
T: + 9714 369 3525
F: + 9714 456 3761

5. MR. OMAR SAEED

Mr. Omar Saeed graduated with high honors from Brown University and did his Master's in Business Administration from Harvard Business School.

Omar has recently been appointed Chief Executive Officer of Service Long March Tyres (Private) Limited, a Joint Venture between Service Industries Limited and Chaoyang Long March Tyre Co., Ltd. Additionally, Omar serves as the Chief Executive Officer of Servis Foundation.

Omar has served as the Chief Executive Officer of Service Industries Limited (SIL) from 2011 to 2018. Under his stewardship, SIL won the highly prestigious Pakistan Stock Exchange Top 25 Companies Award for the years 2011, 2013, 2014 and 2015. Prior to that, Omar was responsible for building Servis into Pakistan's largest footwear retailer, with 500 stores and more than PKR 12 Billion in annual revenues. He founded Ovex Technologies (Private) Limited in 2004, which went on to become one of Pakistan's leading call center companies before the business was sold in 2011.

He has served on the Boards of various private and public companies in the past. Omar has also been an adjunct faculty member of LUMS where he taught entrepreneurship.



Lahore

Systems Campus
Software Technology Park
E-1, Sehjpal Near DHA Phase-VIII
(Ex-Air Avenue), Lahore Cantt, Pakistan.
UAN: 042 111 SYSTEMS (797 836)

Karachi

E-5, Central Commercial Area,
Shaheed-e-Millat Road,
Karachi, Pakistan.
T: +92 42 34549385-87
F: +92 42 34549389

Dubai

TechVista Systems FZ-LLC
Office 1905, Regal Tower
Business Bay,
Dubai, UAE.
T: + 9714 369 3525
F: + 9714 456 3761

6. MR. SHABBAR ZAIDI

Mr. Shabbar Zaidi is a graduate with distinction from Hailey college of Commerce , Lahore and a Chartered Accountant. He is Fellow Member of the Institute of Chartered Accountants of Pakistan (FCA).

Mr. Zaidi has served as the Chairman of Federal Board of Revenue, GOP, for the year 2019-2020. Previously, Mr. Zaidi also served as Caretaker, Ministry of Finance, Board of Revenue, Excise and Taxation, Government of Sindh. In addition, he has been Territory Senior Partner at AF Ferguson & Co. till 2019. He has also been the Founder Director, Pakistan Institute of Corporate Governance from 2003-2009.

Mr. Zaidi has been involved in extensive interactions with regulatory authorities on domestic and international levels. In addition he has also been part of representation to authorities regarding practical issues and suggested measures and recommendations for reforms.

Further, Mr. Zaidi has also written several books which includes: (a) A journey for clarity – An analysis of some accounting concepts in taxation matters; (b) Pakistan: Not a failed State; (c) Panama Leaks: A Blessing in disguise – Offshore assets of Pakistani Citizens; and (d) Rich people Poor Country – The story of fiscal and foreign exchange policies in Pakistan.



7. MS. ROMANA ABDULLAH

Mrs. Romana Abdullah is CEO of Highpoint Ventures (Pvt) Ltd and leads Hopscotch, a kids wear brand she co-founded in 2014. Prior to becoming an entrepreneur, Romana led the strategic planning and transformation functions at MCB Bank and Soneri Bank. Earlier, Romana spent significant time at The Boston Consulting Group (Management Consulting) and Merrill Lynch (Investment Banking) in New York, where she focused on strategic, financial, and operational assignments for Fortune 500 financial services and consumer clients.

Romana is also on the board of Karandaaz, a DFID and Gates Foundation funded company that promotes access to capital for small businesses and digital financial inclusion for individuals in Pakistan. She also mentors young start-ups, incubators, and accelerators in her free time. Romana has a BSc in Financial Engineering from Princeton University and an MBA from the Harvard Business School.



Lahore

Systems Campus
Software Technology Park
E-1, Sehjpal Near DHA Phase-VIII
(Ex-Air Avenue), Lahore Cantt, Pakistan.
UAN: 042 111 SYSTEMS (797 836)

Karachi

E-5, Central Commercial Area,
Shaheed-e-Millat Road,
Karachi, Pakistan.
T: +92 42 34549385-87
F: +92 42 34549389

Dubai

TechVista Systems FZ-LLC
Office 1905, Regal Tower
Business Bay,
Dubai, UAE.
T: + 9714 369 3525
F: + 9714 456 3761

8. MR. ZUBAIR ANJUM

Mr. Zubair Anjum is an MBA Graduate from the University of Sheffield, Sheffield, United Kingdom. Moreover, Mr. Anjum has completed several certifications including Certified Modern Marketer, Kellogg School of Management Northwestern University, USA; Diploma in Computer Sciences, Cambridge University, UK; Advanced Diploma in Computer Sciences, Cambridge University; and International Diploma in Computer Sciences, NCC, UK.

Mr. Anjum is currently serving as the CEO and Managing Director at Team Z (Private) Limited where his area of expertise includes Devising strategies and tactics to ensure that the organization meets its goals, and cascading plans to directing and coordinate day-to-day operational activities. Previously, he served as Senior Vice President at Visionet Deutschland GmbH, Germany where he was deputed to Germany by the Systems Group in a multi-tasking role to facilitate operations, and projects in Germany, UK and Switzerland. He has also served as Vice President Strategy & Marketing at Systems Limited where his work included collaborating with CEO, leadership, and Board of Directors at Systems Group of Companies to streamline the company's operations.

Previously, Mr. Anjum has also been the Senior Manager Marketing at Xavor Corporation where he Transformed the organization from a services-only vendor to a product-focused company and contributed towards strategic alliances, marketing, sales, inside sales, business development and increasing value for our people, clients and partners. In addition, he has been the Manager Sales & Marketing at Emaar Pakistan where he was hired on an entry-level position, and because of perseverance he was promoted to manager sales and marketing, with a wider array of responsibilities for nationwide sales and marketing of the projects. Moreover, he has served as Client Liaison Officer at Habib Rafiq Technologies where he devised marketing and corporate communication campaigns, B2B marketing programs that led to new business wins for a technology startup company. He started his career as Entrepreneur, Wise Creations, with an entrepreneurial flair for digitally enabled business innovation and growth across mature and emerging industries.



Lahore

Systems Campus
Software Technology Park
E-1, Sehjpal Near DHA Phase-VIII
(Ex-Air Avenue), Lahore Cantt, Pakistan.
UAN: 042 111 SYSTEMS (797 836)

Karachi

E-5, Central Commercial Area,
Shaheed-e-Millat Road,
Karachi, Pakistan.
T: +92 42 34549385-87
F: +92 42 34549389

Dubai

TechVista Systems FZ-LLC
Office 1905, Regal Tower
Business Bay,
Dubai, UAE.
T: + 9714 369 3525
F: + 9714 456 3761