



Sarmad Ali

SARMAD ALI is Managing Director and President at the Jang Media Group, Pakistan's largest media conglomerate having presence in print, broadcast and the digital space.

Sarmad has more than 30 years of experience in marketing, advertising and media management. He has been associated with the Jang Group since 1994 when he joined the group as Executive Director of the English daily "The News". Under his stewardship The News became one of Pakistan's two premier English dailies. In 1997 he took over as the Group's Executive Director Marketing & Sales and in 2006 was promoted as Managing Director for the print business and in 2019 he was elevated to the position of President for the broadcast news business of the group along with his print responsibilities.

Prior to joining the Jang Group, Sarmad had been associated with some of the country's leading advertising agencies including IAL/Saatchi, where he worked as Director Client Services from 1987 to 1993.

He is presently Secretary General of the All Pakistan Newspapers Society (APNS) and has previously served as its President and Joint Secretary.

Sarmad is the Chairman AdAsia 2019 Organizing Committee and is also the President of the International Advertising Association's Pakistan Chapter. He also serves on the council of the World Branding Forum. He is Board member and Secretary General of the Management Association of Pakistan.

Described as one of Pakistan's marketing thought leaders, Sarmad has been thrice the President of the Marketing Association of Pakistan. In 1999, he was awarded the coveted Marketing Excellence Award for his contribution in the field of marketing. Ranked amongst Pakistan's Top 100 Business Leaders, Sarmad received the Asian Brand Leadership Award from the Asian Brand Congress in 2007 and the 50 Most Talented CMOs Award at the World Marketing Summit in 2013. In 2013, the President of Pakistan conferred upon Sarmad the Sitara-i-Imtiaz, Pakistan's third highest Civil Award for his contributions towards the newspapers industry.

He serves on the Governing Board of the Intellectual Property Organization, Cabinet Division, Government of Pakistan and the Board of Directors of Associated Press of Pakistan (APP). He has also served, in the past, as member of the Prime Minister's Task Force on Privatisation and Investment in 2003 and as member of the Sindh I.T. Board from 2000-2003.

Sarmad has also been on the Jury of the Global AME Awards (Advertising & Marketing Effectiveness) as well as the M&M Global Media Marketing & Advertising Awards, Festival of Media Awards and INMA (International News Media Association) awards. He is credited with revamping the print industry in Pakistan by bringing innovation and technology to newspapers. He introduced the concepts of QR codes in Classifieds, augmented reality and virtual reality

in newspapers and won international and national acclaim for it. His Classifieds campaign won the WAN-IFRA's Asian Media Award for Best in Newspaper Marketing in 2016 and PAS Awards 2017 while his augmented reality campaign – Jang Real - won WAN-IFRA's Best Innovation New Product in 2017.

Sarmad is also on the Board of Directors of the Pakistan Parkinson's Society and Board of Governors of the Friends of the Burns Centre.

He holds a Masters degree from Villanova University, Pa, USA.