



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, and has been associated with the Jang Group since 1994.

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 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.

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 newspaper industry.

He is credit with revamping the print industry in Pakistan by bringing innovation and technology to newspaper. He introduced the concepts of QR codes in Classifieds, augmented reality and virtual reality in newspapers and won international and national awards for it. His Classifieds campaign won 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.

For his significant contribution towards the field of marketing and advertising, the AFAA is honored to bestow upon Sarmad Ali the AFAA Special Merit Award.