

Sohail Kijat  
Group Chairman MCOM Media Group  
Chairman - M Communications (PVT) Limited  
Chairman - Aditude (PVT) Limited  
Managing Director - MediAd (PVT) Limited  
Chairman - SkyCopter Films (PVT) Limited  
Chairman – Voice Of Pakistan ( vopnews.tv )  
Vice Chairman/President – National Democratic Foundation  
Chairman Zone C – Pakistan Advertising Association  
Chairman, MCOM MEDIA GROUP

Sohail Kijat is one of the most esteemed advertising professionals; revered equally among media-men, analysts and critics, in Pakistan & abroad. Numerous national and international awards on business excellence and creative standards stand testimony to both Mr. Kijat & MCOM. Kijat took over M Communications as one of the partners in 2005. Within the span of 2 years under his dynamic leadership and professional acumen “MCOM” became a brand itself in media and advertising fraternity. Sohail Kijat regularly represented Pakistan at National and international level bi-annually at International Advertising Association (IAA) and Asian Federation Of Advertising Association (AFAA’s) world Advertising Congress.

With over 35 years of diversified experience of transforming National and Multinational Brands, launching local identities and providing consultation to FMCG, Public Sector, Social and Defense, his name has been linked with Iconic brands like Mobilink, USAID, UNDP, World Bank, ISPR, and other prestigious names.

Sohail Kijat’s name was associated as, one of the architects of “Yaum-e-Shuhada” under the direct supervision of Chief Of Army Staff and ISPR. An annual event of over 5000 high profile dignitaries in the honor of “Fallen Hero’s” of war against terror. And counter terrorism.

Sohail Kisat has led a number of multinational communication agencies, leveraging his strategic mastery, communication firepower and media clout. His philosophy that everything is possible, served as the engine for making MCOM a uniquely integrated brand-marketing agency. Among his portfolio of experiences and skills are Brand Activation, Advertising & Publicity, Behavioral Change, Inter-Personal Communications, Social Behavior Advocacy, Counter Terrorism Communications, Political Campaigning & Lobbying, Film & Entertainment, Charity & Fund Raising to name a few.

Recipient of various Awards and Recognition, Sohail Kisat has established a strong affinity with the media community including print, electronic digital and film production. By virtue of his long association in media industry he maintains close personal and professional relations with both national and international media fraternity.

In 1988 he started his advertising career in Pakistan with IAL/Saatchi & Saatchi, making a mark in the Karachi Market for 8 years and then continuing at Asiatic/ J. Walter Thompson (JWT) for another 2 years as senior management. And 8 years with Orient/McCann Erickson heading North Pakistan, Sohail successfully launched Mobilink's Corporate Identity and post paid brand "INDIGO" in a market where mobile phone services penetration was very low. During his association with Orient/McCann he played key role in bringing Universal McCann.

Sohail Kisat's pursuit of excellence continues as he played a key role in establishing National Democratic Foundation with Ex Secretary Election Commission Mr. Kanwar Dilshad as its chairman and Sohail Kisat as Senior Vice Chairman. NDF played a pivotal role in drafting electoral reforms passed by National assembly and also played a bridge

between all political parties in building consensus on issues of national interest.

Being a dual Canadian and Pakistani National, he has also been actively involved in film production and event management. Sohail Kijat also actively doing community welfare work and support the cause through fund raising campaigns. Mr. Kijat's array of experiences also includes television programs, organizing cultural shows, music concerts and festivals including promoting Pakistani music and cultural exchanges between Pakistan and Canada. Moreover, with his eagerness to mentor talent and share knowledge, he volunteers counseling new immigrants.

In 2018 Launched " Voice of Pakistan News (vopnews.tv) with the sole objective to project Pakistan internationally through quality and subjective news content and current affairs programs. The channel also projects Pakistan's soft image through films, music, art, culture and entertainment.

Sohail Kijat's journey of excellence continues and he is very optimistic in bringing real change in media, infotainment and entertainment through quality content, responsible journalism and well re-searched professional dissemination of information.

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