

SADIA KHURAM

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In her two-decade long professional career, Ms Sadia Khuram has worked in the leading and most progressive organizations/sectors (Paktel, Mobilink and Careem) in Pakistan and has successfully led the following commercial areas. Marketing, Product Development, Business Development, Sales, Digital Advertising and Delivery Channels, Customer Experience and Operations Transformation. She is currently working as the Chief Strategy Officer at Pure Health in Dubai. She holds an MBA from LUMS and another MBA in Innovation and Global Leadership from MIT. Ms Sadia is passionate about helping businesses and organizations leverage the opportunities presented by the digital economy and technology, for creating, capturing and delivering value. Committed to the principles of customer-centric design thinking when solving product/business challenges, she leverages hands-on understanding of dynamics of consumer markets in developing economies when driving aggressive growth and/or operating model transformation. She prides herself in developing and leading high-impact, cross-functional teams that get great things done. She possesses strong analytical skills and has a very data-driven and experiment-based approach to decision-making. Ms Sadia actively engages with the local academic institutions and the start-up community to get inspired and to support in building the next generation of disruptors, innovators and leaders. She is currently also serving as an Independent Director for IESCO and LESCO.