

Mr. Zeeshan Ahmad is Director of the Board of WFF. He is actively playing his role as advisor to the Chief Executive of WFF on Financial Planning and Investment Strategy. He is an entrepreneurial, strategically oriented finance and operations executive working with innovative organizations in Pakistan and Middle East. Mr. Ahmad's experience as an entrepreneur and high level advisory on corporate structures, financial management, corporate finance and investment strategy spans over twenty years. He is holding positions as an Advisor, Chief Executive Officer and Board member of various other companies that are operating in the fields of sports, management consultancy services, information technology, contracting and real estate development.

He is a trusted partner to the management of our Company working both as a supporter and sounding board able to challenge business plans and investment ideas applying shareholder mentality with the focus on a long term value generation to potential decisions.

Mr. Ahmad is an affiliate member of the Institute of Chartered Accountants of Pakistan (ICAP), Member of the Chartered Institute of Management Accountants (CIMA) United Kingdom, Fellow member of the Chartered Institute of Public Finance and Accountancy (CIPFA) United Kingdom and member of the Pakistan Institute of Corporate Governance (PICG). He is a certified director from LUMS and has also attended extensive management training programs including trainings at Lahore University of Management Sciences (LUMS), National Defence University (NDU) Islamabad and PICG.