

# VOTE! ANWAR KABIR

CEC  
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VOTE ✓ 26

CEO - BRAND SPECTRUM

Brand Spectrum is a PSEB registered technology enabled integrated marketing company, serving clients across five plus countries with digital marketing, ecommerce platforms, and AI driven solutions including data analytics to chatbots and Gen AI content development to AI agents.

## My Promise/Manifesto

### 1. Brand Building

Brand Spectrum's own work, building credibility and demand for technology enabled companies in international markets is an area where P@SHA needs to strengthen efforts. I want to help make brand building a continuous, coordinated industry effort: sharpening how Pakistan's IT sector is positioned globally, and helping member companies convert that positioning into new customers.

### 2. Global Outreach and Industry Engagement

Through my roles as President of OPEN Lahore, my engagement with TiE's network, past leadership of the LUMS SDSB Alumni Association, Rotary International and years of Board level leadership with the American Business Forum, I've built relationships across the Pakistani diaspora and with business and tech leaders internationally. I want to put these bridges to work for P@SHA building the alliances and market connections, from North America, Europe and Africa to the Middle East, that our industry's export ambitions require.

### 3. Active Representation

Members need a voice, not just a vote. I want to actively represent member interests at relevant government and industry forums, helping surface real challenges and turn them into resolved issues and realized opportunities — not just items on an agenda.

### 4. Institutional Strength

As a corporate leader with an MBA from LUMS, I want to help strengthen P@SHA's secretariat and operating backbone — the systems, continuity, and institutional strength that outlast any single CEC term and set the platform up for long-term growth.



# VOTE! DR. SHOAB AHMED KHAN

CEO - CARE (Pvt.) Ltd.

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I have served this industry without holding office in it. A seat on the CEC lets me do it with the industry's mandate behind it.

## My Promise/Manifesto

### 1. Restore a Working Board

Twelve members elected by one industry shouldn't be adjudicating each other — clear governance and a respected process, disagreements settled in the room.

### 2. Keep Our Voice in Policy

I am already in the rooms where AI, semiconductor and IT education policy gets written. Members will see what's being decided before it's decided.

### 3. Build the Talent We're Struggling to Hire

Curriculum reform, outcome-based accreditation and industry-aligned training — continuing my work at NCEAC and on the national skills committees.

### 4. Make Pakistan a Technology Destination

A serious branded presence at GITEX and LEAP, sustained ASOCIO and APICTA engagement, and an ASOCIO summit here — 24 economies on our ground.

### 5. Strengthen the P@SHA ICT Awards

The Oscars of Pakistani technology and our best instrument for surfacing innovation — stronger in rigour, in reach, and in what winning here means abroad.





# VOTE! DR. FAISAL KAMIRAN

CEO - ADDO AI

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I'm an award-winning AI entrepreneur with a PhD in AI, former academic, and Co-Founder & CEO of Addo AI, a Forbes-featured global technology firm serving Fortune 500 clients. Having scaled an AI business from Pakistan to global markets, I want to bring that experience to P@SHA—helping tech companies win bigger clients, access global networks, and scale internationally.

## My Promise/Manifesto

### 1. Make AI Pakistan's Next Big Export

Cost advantage won't carry us forever — AI capability will. With a PhD in machine learning and 10+ years delivering applied AI for governments and Fortune 500 clients, I'll help P@SHA members move up the value chain — from services to AI offerings/IP.

### 2. Open Doors, Not Just Contacts

As a member of YPO, EO, and OPEN, with strong ties to Govt buyers and enterprise decision makers across the Middle East, Europe, ASEAN, and the US. I aim to turn these relationships into real opportunities for P@SHA members — through intros, pilots, and market access.

### 3. Fix the Talent Pipeline at the Source

As an academic and CEO, I've seen the gap between what universities teach and what industry needs. I'll build the bridge — structured pipelines, joint research, and job-ready upskilling.

### 4. Back Pakistan's AI Startups and Scale-ups

Innovation cannot thrive without capital and mentorship. I'll connect emerging AI startups/firms within P@SHA to global investors, incubation networks, and hands-on mentors — helping promising ideas become internationally competitive companies and good firms scale into great ones.

### 5. Fight for a P@sha Seat at the Table

AI regulation, taxation, localization, digital trade, and procurement policies are being shaped now — with or without us. I'll ensure P@SHA helps shape them from the outset through credible, authoritative input and a proactive industry voice, rather than merely reacting.



# VOTE! KHUSHNOOD AFTAB

Group Chairman - Viper Technology (Pvt.) Ltd.

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ENOUGH TALK.TIME TO DELIVER. Khushnood Aftab is contesting to turn the industry's biggest barriers into direct, measurable action - with members able to see the progress.

## My Promise/Manifesto

### 1. GOVERNMENT MUST BUY PAKISTANI TECH

**THE PAIN** Pakistani companies build world-class technology, yet government procurement too often overlooks local solutions.

**MY COMMITMENT** Secure a Made in Pakistan preference for qualifying AI, software, cloud, cybersecurity, BPO, systems integration, digital products, IoT devices and IT hardware. Public money must build Pakistani capability, jobs and IP.

### 2. SILOS ARE COSTING US BUSINESS

**THE PAIN** Companies working alone lack the scale and combined credentials needed to win major projects.

**MY COMMITMENT** Create a P@SHA deal-sharing and consortium platform so members can bid together and win larger local and international contracts.

### 3. LOCAL CAPITAL HAS NO DOOR INTO TECH

**THE PAIN** Investors want technology opportunities, but no trusted bridge connects local capital with credible Pakistani companies.

**MY COMMITMENT** Launch verified investor deal rooms and push practical incentives that move Pakistani capital into Pakistani technology.

### 4. RED TAPE IS TAXING OUR GROWTH

**THE PAIN** Complex taxes, registration and approvals drain time, delay growth and discourage investment.

**MY COMMITMENT** Demand simpler one-window processes, clear rules and accountable engagement with FBR, SECP and other authorities.

### 5. RULE 42(f) CAN BYPASS THE MARKET

**THE PAIN** Rule 42(f) can allow direct contracting with state-owned entities without an openly advertised competition.

**MY COMMITMENT** Fight for narrow, transparent use of Rule 42(f), with open bidding as the default so Pakistani private companies get a fair chance.





# VOTE! M MUJEEB QAYYUM

CEO | ZealSoft & Vrooz

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Executive Leader with 30+ years of scaling IT operations, enterprise strategy, and business processes across global markets. Proven track record driving cross-cultural alignment and client growth.

**Affiliations:** American Business Forum | OPEN Lahore | Rotary International

## My Promise/Manifesto

### 1. Vision & Objective

Scale Pakistan's technology footprint globally while driving equitable business growth and market access for startups, scaleups, and enterprises alike.

### 2. Execution Philosophy

Turn competition into strategic collaboration, uniting firms to share pipelines, pool expertise, and win together on the global stage.

### 3. Performance Evaluation

Lead with relentless accountability, tracking every initiative against hard metrics, clear delivery milestones.

### 4. Government Liaison

Be the industry's uncompromising voice in policy making, aligning with state leadership to soften regulatory friction and secure essential fiscal incentives.

### 5. Admin & Secretariat

Transform the secretariat into an agile, service first powerhouse delivering immediate, tangible utility to every tier of membership.

**I would be honoured to earn your trust and your vote.**





# VOTE! M.Zohaib KHAN

CEO | A2Z Creatorz

Stronger P@SHA. Stronger Industry. Stronger Pakistan. A focused agenda to build the institution, empower members and accelerate Pakistan's IT & ITeS exports.

## My Promise/Manifesto

### 1. Empower the Secretariat

A professionally resourced Secretariat with clear KPIs and institutional continuity, so the CEC can focus on strategy, governance and oversight.

### 2. Policy for Growth

Research-backed advocacy for predictable taxation, ease of doing business, export-friendly banking and simpler regulation for IT exporters and local IT companies.

### 3. Made in Pakistan

Promote Pakistani products and services at home and abroad, open public-sector projects to local firms, and convert global visibility into contracts.

### 4. Digital P@SHA

A member portal, helpdesk and ticketing system that tracks every request to resolution accessible from every city, not only the major hubs.

### 5. Members First

Future-ready skills in AI, cloud and cybersecurity, with equal engagement and faster resolution for every member from five people to five thousand.

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# VOTE! ARHAM IRFAN

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Group COO - ArhamSoft

Backed by ArhamSoft's two-decade legacy and 6 years of hands-on leadership experience, I aim to bring an execution driven perspective to P@SHA.

## My Promise/Manifesto

### 1. Bring the Gen Z Perspective to the Table

Create meaningful pathways for Gen Z professionals and young entrepreneurs to participate, lead and bring fresh perspectives to P@SHA.

### 2. Responsive Member Services & Digital Platform

Enhance member services through a unified digital platform such as AMS for membership, events, real time updates, communication and collaboration.

### 3. P@SHA Member Directory & B2B Collaboration

Build a searchable directory of verified member companies designed to create meaningful connections, deal flow and business opportunities.

### 4. Strengthen Industry Academia Collaboration

Build stronger partnerships between technology companies and universities to promote applied research, internships, industry exposure and better employment opportunities for graduates.

### 5. Future Ready Workforce Through AI

Help the existing IT workforce adopt and upskill in AI, including Agentic AI, and prepare for the rapidly changing technology landscape.



# VOTE! M. Azam Mughal

Group CEO - SECUREBEANS

**Ex-P@SHA Board Member**, currently serving on various Boards. Cybersecurity and GRC leader with **15+ years** of experience. Chaired multiple committees at P@SHA & FPCCI.

## My Promise/Manifesto

- 1. Product based Economy**  
Advocate for product-based economy & drive Pakistani IT products and services as trusted global solutions.
- 2. National Policy**  
Partner with policymakers to create business friendly policies that build trust on IT sector of country.
- 3. Financial Independence**  
Enhance P@SHA's financial independence to serve members without compromise.
- 4. Transparency**  
Ensure transparency in P@SHA decision and action.
- 5. Unite for a Stronger Voice**  
Unite with FPCCI and other trade bodies to amplify industry voice.



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CORPORATE



# VOTE! Noman Hassan

Co-Founder & CBO, Geekinn | Resourceinn

11+ years in tech | Former VP, FAST Alumni | P@SHA  
Startup & Entrepreneurship Committee Member

## My Promise/Manifesto

### 1. Strengthen P@SHA Startup Hub

Connect startups with customers, investors, mentors, talent and global markets to help them build sustainable and scalable businesses.

### 2. Build Pakistan's Product Economy

Create a stronger ecosystem for SaaS, AI and technology product companies to build from Pakistan, scale globally and generate recurring international revenue.

### 3. Make AI Our Competitive Advantage

Enable Pakistani companies to adopt AI, build AI native products and increase productivity so we compete globally on innovation, not just cost.

### 4. Strengthen Industry Policy Advocacy

Advocate for tax certainty, banking and FX reforms, investment, IP protection, ESOPs, digital infrastructure and consistent policies that make Pakistan more competitive for technology businesses.

### 5. Turn Global Connections into Business

Build structured access to international customers, partners and markets, turning P@SHA's global relationships and presence into measurable exports and business opportunities.

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**VOTE!**

**SAMAD  
SALEEM**

Founder & CEO – DigiTrends

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From scaling DigiTrends across five countries to backing emerging ventures, leading P@SHA initiatives, and representing Pakistan's IT industry as a member of WIPO – a specialized agency of the United Nations and the ICC for AI committees, I have proven how Pakistani IT can win globally. Contesting CEC 2026 to give Corporate Members strong regulatory backing, high-end talent access, and direct entry into GCC and North American markets.

## My Promise/Manifesto

- 1. High-Impact Corporate Advocacy**  
Unite large IT exporters to form an unyielding voice against policy unpredictability, ensuring stable tax frameworks and direct representation in national IT strategy.
- 2. Forex Ease & Capital Retention**  
Advocate for simplified foreign currency retention accounts, hassle-free profit repatriation, and streamlined cross-border M&A mechanisms to help corporate tech firms scale overseas seamlessly.
- 3. Enterprise Talent Pipeline**  
Bridge the high-end talent void by driving targeted, industry-led university curriculums focused on producing ready-to-deploy, high-value engineers in AI, FinTech, and Enterprise Architecture.
- 4. Tier-1 Infrastructure Protection**  
Lobby forcefully for bulletproof, enterprise-grade digital infrastructure guarantees, protecting corporate exporters against internet disruptions and VPN/cybersecurity bottlenecks that risk international client SLAs.
- 5. Expansion into GCC & North American Markets**  
Establish dedicated P@SHA B2B corridors, corporate trade delegations, and G2G alignment to help Pakistani enterprises capture major enterprise contracts across GCC and North American regions.





# VOTE! SYED JUNAID AHMAD

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Co-founder & CEO SOFTOO

A stronger Secretariat. A louder brand. A fairer policy voice. A future-ready industry.

This election, vote for delivery.....!

## My Promise/Manifesto

### 1. Brand Pakistan, Brand P@SHA

Make P@SHA the custodian of Pakistan's technology brand at home and abroad.  
Perception drives deals — when Pakistan's tech brand rises, member's export pipeline rises with it.

### 2. A Member Services Guarantee

Strengthen the secretariat — responds like the businesses we run.  
Bi-annual member satisfaction scorecard.

### 3. Tax & Policy That Protects Your Margins

Press the remote-worker taxation case through to resolution  
Turning advocacy wins into protection you can bank on

### 4. Startup Connect & the AI Shift; Future-Proofing the Services Industry

Startup Connect directory into a real national platform.  
AI disruption facing IT and software-services firms — with practical guidance, reskilling and advocacy to help members move up the value chain

### 5. Fund the Mission — Sustainable, Diversified Finances

Put P@SHA's finances on solid ground: diversify beyond single-sponsor dependence  
P@sha ICT Awards and international commitments rest on confirmed funding, not hope.



# VOTE! UMAIR JAVED

Founder & CEO | tkxel

*Enable our people. Enable our companies.  
Inspire the stories Pakistan tells next.*

I've spent a decade-plus building tkxel from Lahore into a 1,000-person firm selling into the US and MENA. Everything below is one goal: enabling Pakistani companies to come out of the AI transition stronger, more valuable, and with more stories worth telling.

## My Promise/Manifesto

- 1. Navigate the AI era together**  
We've been selling hours and people, and AI is going after that model directly. From what I'm seeing in the US and MENA, I'll share real examples of AI-native services and products openly with industry peers, so this wave works for us, not against us.
- 2. Build an environment for modern sales and marketing**  
Sales and marketing is what tkxel is known for, and Pakistani companies aren't my competitors, if the industry sells better, we all win. I'll build an enablement environment inside P@SHA so every member can move from chasing projects to predictable revenue.
- 3. From cashflow machines to real assets**  
Most of our companies generate cash but hold no tradeable value. That's why exits are rare and there's no PE or IPO landscape. I'll work with government and the private sector on the foundations that turn our companies into real assets.
- 4. Create stories that inspire the next generation**  
I'll launch a P@SHA program that picks small member companies, backs their growth hands-on, and turns their journeys into success stories, so talent chooses tech, founders dream bigger, and our community grows.

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# VOTE!

# AHMED J. VASEER

CEO - Ingenious Concepts

I am a technology entrepreneur and industry professional with over 10 years of experience in Pakistan's IT sector. I have built and led technology businesses, worked with local and international organizations, and contributed to the growth and representation of our industry.

## My Promise/Manifesto

### 1. GLOBAL TECH LIAISONS

Build and strengthen P@SHA's relationships with global technology associations, trade organizations, diaspora networks and business communities to expand market access, investment and exports.

### 2. GAMING & DIGITAL EXPORTS

Position gaming and digital content as major export industries, enabling Pakistan's game developers, artists and studios to compete and grow globally.

### 3. CYBERSECURITY & DIGITAL TRUST

Strengthen industry capacity in cybersecurity, data protection and regulatory readiness to build trust, resilience and global credibility for our members.

### 4. INDUSTRY REPRESENTATION & MEMBER VOICE

Listen to Associate members, understand their challenges and ensure their collective voice reaches the right forums within P@SHA.

### 5. TALENT & WORKFORCE DEVELOPMENT

Build stronger pathways between industry, academia and talent through practical skills development, mentorship, industry exposure and globally relevant certifications.

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# VOTE! AHSAN MASHKOOR

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Chairman & Co-Founder, WAI Advanced Industries (Pvt) Ltd

Built Pakistan's sovereign AI platform Engineered here, running here: seven banks, FBR, a national utility and over a thousand factories. Trained Pakistan's first AI PhD cohort October 2025. Doctoral researchers trained here, backed by Stanford School of Engineering.

## My Promise/Manifesto

### 1. Own the AI post-training industry (Harnessing AI)

Own the AI postBillions go into GPUs. The judgment that makes those models usable is bought from India, Kenya and the Philippines. Pakistan can win with minds, not megawatts.

### 2. Turn certificates into engineers

350,000 Pakistanis hold AI certificates. Almost none have shipped a production system. I will turn paper into engineers the world competes to hire.

### 3. Bring the opportunity to women

Half our talent is asked to relocate or choose. That is attrition, not equality. Local hubs, real remote contracts, and capital for women who build.

### 4. Move from selling hours to selling products

An hour sold is gone. A product earns while you sleep. Turn our services firms into Pakistani product companies and take them into the GCC, where we already deliver for Saudi ministries, including defence and health.





# VOTE! ARSLAN NASEEM

CEO, Kryptomind Pvt. Ltd

Ex-Cisco technology veteran with 14+ years of experience across Blockchain, AI, Web3, and digital innovation, with a track record spanning Fortune 500 companies and leading crypto teams.

## My Promise/Manifesto

- 1. Connect Technology with the New Digital Economy**  
Connect Technology with the New Digital Economy Bridge P@SHA with fintech, blockchain and emerging digital sectors, connecting technology companies with financial institutions, regulators, investors and new business opportunities.
- 2. Build Pakistan's AI & Innovation Ecosystem**  
Enable Pakistani technology companies to access AI infrastructure, expertise and industry partnerships to build innovative products, improve competitiveness and create new export opportunities.
- 3. Turn Industry Priorities into Policy & Action**  
Strengthen policy advocacy by bringing member priorities directly to government and regulators, building stronger institutional relationships and ensuring industry concerns translate into practical policy outcomes.
- 4. Build a Stronger, More Connected P@SHA**  
Expand meaningful networking and business opportunities across Pakistan, connecting members with CEOs, founders, investors, customers and partners while strengthening the P@SHA Secretariat to provide more responsive and member focused services.



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# VOTE! QAZI NAUMAN

CEO – Digitech Infra Associates

A technology professional, entrepreneur, and industry contributor with over three decades of experience. remained committed to innovation, industry development, talent empowerment, and building meaningful connections.

## My Promise/Manifesto

### 1. Stronger Industry Synergy

Connecting members, companies, academia, government, and technology communities

### 2. Meaningful Collaboration

Creating opportunities for members to work together rather than compete in isolation.

### 3. Talent & Industry Readiness

Bridging the gap between academia and industry.

### 4. Inclusive Member Engagement

Ensuring startups, SMEs, and established companies all have a voice.

### 5. Technology, Innovation & Future Readiness

AI, Cybersecurity, Cloud, Emerging Technologies, and Digital Transformation.

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# VOTE! SHAIKH AYAZ ALI

Chief Executive Officer - KNOATIV

With 10+ years of global business experience, I have built and scaled technology businesses and served in board-level roles across industries. At CEC 2026, my focus is simple: stronger member representation, greater business opportunities, meaningful policy engagement, and a future-ready technology workforce.

## My Promise/Manifesto

### 1. Deliver Superior Member Experience

Strengthen engagement through better communication, practical member initiatives, and easier access to knowledge, networks, partnerships, and business opportunities, especially for Associate Members.

### 2. Enable Digital Growth & Global Market Access

Help member companies strengthen their digital capabilities, global visibility, automation, and market readiness - connecting them with international buyers, partners, and opportunities to scale.

### 3. Turn Industry Priorities into Policy Action

Create stronger channels for member feedback and align industry needs with meaningful policy priorities. Advocate for measurable outcomes, transparent progress, and solutions to the barriers holding businesses back.

### 4. Build Industry-Ready Talent for the Future

Strengthen industry-academia collaboration to develop practical, market-ready talent in AI, software, digital commerce, and cybersecurity, creating a stronger talent pipeline for Pakistan's growing technology sector.

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# VOTE! WAHAB YUNUS

Founder – Eraflip Tech

I am a technology entrepreneur and industry professional with 10+ years of experience, with a core focus on skills development, human capital development and gaming. Through Eraflip Tech and my industry engagements, I have worked to connect talent, technology and business opportunities. As an active member of Rotary International, I also contribute to social welfare and community development initiatives.

## My Promise/Manifesto

### 1. ASSOCIATE-TO-CORPORATE GROWTH

Create a structured growth pathway for Associate members to scale their businesses, increase revenues and progress toward Corporate membership—building stronger companies that contribute more to Pakistan's IT industry and economy.

### 2. GLOBAL MARKET ACCESS & IT EXPORTS

Strengthen international linkages, B2B opportunities and strategic partnerships to help Associate companies access global markets, generate business and contribute more to Pakistan's IT exports.

### 3. TALENT, SKILLS & HUMAN CAPITAL DEVELOPMENT

Bridge the gap between industry and talent through practical skills development, industry-driven training, academic collaboration and stronger pathways from learning to employment.

### 4. GAMING, AI & EMERGING TECHNOLOGIES

Strengthen Pakistan's gaming and technology ecosystem while enabling growing companies to adopt AI, embrace emerging technologies and develop globally competitive products and services.

### 5. ASSOCIATE VOICE & INDUSTRY COLLABORATION

Actively listen to Associate members, represent their challenges and strengthen collaboration across the ecosystem to create meaningful business, networking and growth opportunities.

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# VOTE!

# ZUNAIRA OMAR

CEO- The Square Peg (1258)

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## #firstwomanstanding2026

As the only marketer amongst tech candidates, I add unique value that can help sell what we build

**FAST- Lahore - CS grad (2001 batch), EMBA NUST, 20+ years, 15 leading - Chairperson, IT Committee, IWCCI - Vital Voices VV GROW Fellow - ~100 B2B go-to-market programmes - GITEX, ITCN Asia, LEAP (Riyadh, Hong Kong)**

## My Promise/Manifesto

### 1. Build an SME Value Chain

- A shared Associate stand at the next LEAP or GITEX
- A capability map of the Associate class, within 90 days.
- Standard teaming paperwork, drafted once, free to members.
- One actual opportunity, four or five complementary firms assembled around it, a bid submitted.
- A standing Associate consultation before CEC policy submissions.

### 2. A future-ready workforce, built collectively

- Pooled training in the capabilities small firms are being priced out of
- Collective certification, pursued as a group rather than company by company
- A graduate route pointed at SME employers specifically.

### 3. Building more female representation

- Grow the number of women-led member companies on the P@SHA's roster.
- Make sure women are in the room when policy decisions are made.
- Advocate access for women-led firms to capital, infrastructure and other opportunities.





# VOTE!

## Fatima Asad-Said

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CEO & Board Member, Abacus

With 26+ years leading technology, governance and human capital, I am committed to an inclusive, innovation-driven future for Pakistan's IT industry - one shaped by women entrepreneurs.

### My Promise/Manifesto

#### 1. Championing Women's Leadership

Launch a structured mentorship and board-readiness track within P@SHA, pairing senior women executives with rising entrepreneurs - with a target of onboarding at least 30 women in year one.

#### 2. Driving Digital Transformation & Data Policy Clarity

Apply two decades of enterprise technology and AI experience to help member companies navigate the draft National Data Governance Policy 2026 - pushing for compliance clarity and workable data-residency rules so exporters aren't caught between government requirements and international client contracts.

#### 3. Advocating on the Issues Members Raise Most

Bring good corporate governance rigor to the CEC table to push, alongside fellow members, for a permanent legal framework for the IT/ITeS tax concession (not just periodic renewal), full bank-level implementation of SBP's recent export-processing reforms, and connectivity resilience.

#### 4. Building Diversity-First, Talent Retaining Organizations

Share DEI frameworks recognized with global Best Practice Awards as a practical playbook for member companies - helping address the brain-drain pressure, worsened by the same connectivity disruptions this platform commits to fighting, that costs the sector experienced engineers every year.

#### 5. Elevating Pakistan's IT Exports

Build on P@SHA's growing delegation efforts to help members diversify beyond traditional markets into underused opportunities in the GCC and ASEAN, and amplify their voice in ongoing conversations with regulators on export-enabling reforms.





# VOTE! NAUMEENA SUHAIL

CEO - TDF The Design Firm

24+ years of experience in IT industry. Presently part of FPPCI IT and NIC Karachi Women in Tech Executive committee Member. You can know more about me from my <https://www.linkedin.com/in/naumeena/>

## My Promise/Manifesto

### 1. Stronger Women Representation

Advocate for at least one women's seat in the main P@SHA election and a minimum 30% women representation across committees and councils.

### 2. Grow Women's Committee

Build a P@SHA Women in Tech network connecting women founders, professionals and leaders with industry, mentors and opportunities. Expand the P@SHA Women Committee locally and internationally through stronger support, wider participation and meaningful industry engagement.

### 3. Financial Avenues for Women

Create financial avenues, funding opportunities and business support programmes to help women grow and expand their businesses.

### 4. Develop Future Women Leaders

Create mentorship and leadership programmes to prepare more women for committees, boards, delegations and senior roles

### 5. Measure Progress

Track women's representation, leadership participation and opportunities through an annual Women in Tech progress report

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# VOTE! SHAWANA IFTIKHAR

CEO - Work Generations

With 12+ years of executive technology leadership, Shawana Iftikhar drives innovation and digital transformation, representing Pakistan globally.

## My Promise/Manifesto

### 1. Business Growth Systems

Helping member companies build scalable systems, processes, and strategies to drive sustainable growth, improve efficiency, and win global opportunities.

### 2. Startup-to-Scaleup Support

Help promising Pakistani startups move beyond survival by providing access to mentorship, customers, capital, technology, and global markets to build sustainable, scalable businesses.

### 3. SME & Startup Financing

Improve access to working capital, venture funding, export financing, and growth-stage investment.

### 4. Government & Corporate Procurement

Create more opportunities for Pakistani IT companies to participate in public-sector and large-enterprise contracts.

### 5. Ease of Doing Business

Establish a stronger industry-government feedback mechanism to resolve operational barriers faced by member companies.

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# VOTE! ZUNAIRA OMAR

CEO- The Square Peg (1258)

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## #MoreWomenStanding

I stood on both ballots because I want us arguing about how many women are on this committee, not which two.

**FAST- Lahore - CS grad (2001 batch), EMBA NUST, 20+ years, 15 leading · Chairperson, IT Committee, IWCCI · Vital Voices VV GROW Fellow · ~100 B2B go-to-market programmes · GITEX, ITCN Asia, LEAP (Riyadh, Hong Kong)**

## My Promise/Manifesto

### 1. Grow the number of women-led member companies

- Find the women-led tech and ITes businesses that are not P@SHA members yet
- A targeted membership drive with a number attached, working with the NIC network, incubators, and women chambers
- Build the pipeline behind them, so the pool of women-led member companies is bigger in 2028 than it is today - and more women are in a position to contest open seats.

### 2. Make sure women are in the room where decisions are made

- No P@SHA policy delegation or government roundtable without women in it. Not as an aspiration as the default we apply and notice when we break.
- A named woman in every policy submission group. Two seats at the table is not the same as a voice where the drafting happens.
- Women-led member companies in delegations, pavilions and shared stands from the first round, not added afterwards when someone notices.

### 3. Access for women-led firms

- Capital. Convene investors around women-led member companies, and press for women-specific windows in the facilities that already exist rather than waiting for new ones.
- Infrastructure. Push for space allocation for women-led firms in the technology zones and parks, so a small women-led company can get a desk and an address it can afford.
- Subsidies. Argue for women-specific rates in export, delegation and certification support - the places where cost is what actually stops participation.
- Digital inclusion. Continue what I already run at IWCCI: practical digital-adoption training for women entrepreneurs, extended to member and non-member companies.



WOMEN RESERVED