

## Contact

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[www.linkedin.com/in/sarocshahmed](http://www.linkedin.com/in/sarocshahmed) (LinkedIn)

[www.SymmetryGroup.biz](http://www.SymmetryGroup.biz)  
(Company)

## Top Skills

Digital Marketing

Business Strategy

Entrepreneurship

## Languages

English (Native or Bilingual)

Urdu (Native or Bilingual)

## Certifications

Compliance Foundation Course

Evaluating Financial Health of the Borrower

# Sarocsh Ahmed

Entrepreneur & Business Leader

Karāchi, Sindh, Pakistan

## Summary

I'm an entrepreneur with a proven track record in delivering results for businesses ranging from startups to large corporations, spanning the technology, advertising, and banking sectors. My passion for mentoring young professionals and my commitment to business growth stand at the forefront of my professional philosophy.

I love to travel, catch cricket, watch movies, jam out to music, and dive into biographies in my downtime.

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## Experience

### Symmetry Group

Co-Founder & CEO

February 2012 - Present (13 years 1 month)

Pakistan

Established the largest independent group of Digital Agencies in Pakistan. Set direction to maximize growth and create value for the group companies with a business strategy focused on innovation.

### Symmetry Digital Agency

Co-Founder & CFO

October 2009 - January 2012 (2 years 4 months)

Co-Founded Pakistan's first Digital Agency and formally introduced Digital Advertising in the country. The company provides 360 degree digital advertising services to its client and is considered to be a leader in its sphere of business.

### Dubai Islamic Bank

Assistant Vice President

September 2007 - October 2009 (2 years 2 months)

Opened up 3 branches and a Priority Banking Center. Built and managed a team of more than 50 members to deliver the assigned targets by building a deposit base of PKR 4 billion.

## Bank Al Habib Limited

Various Positions - Last Designation: Chief Manager

October 1999 - September 2007 (8 years)

Joined as a Management Trainee and climbed up the ladder to lead the 3rd largest branch of the Bank. Initiated several corporate relationships for the Bank, soliciting deposits worth PKR 7 billion and advances amounting PKR 5 billion with trade business of USD 300 million.

## Berger Paints Pakistan

Intern

December 1998 - February 1999 (3 months)

## Engro Corp

Intern

June 1998 - September 1998 (4 months)

## Emirates Bank

Intern

July 1997 - September 1997 (3 months)

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## Education

### Institute of Business Management

Master of Business Administration - MBA, Finance · (1998 - 1999)

### Institute of Business Management

Bachelor of Business Administration - BBA · (1995 - 1998)