

## **FAISAL SHAHZAD ABBASI**

Mr. Faisal holds 27 years+ working experience in diversified worlds of Regtech, wealth tech, health tech, Insurtech, Banking and Advisory. Started his career in 1997 till he became the CEO of an insurtech in 2016 and continued till March 2022 before assuming his current role as Chief Executive Officer for Pakistan in a UK based tech concern;Idenfo.

Mr. Faisal is a turn-around specialist with a proven track record of launching first-time initiatives coupled with improved customer journeys. Distribution channel optimization and better results with improved cost efficiencies have been his forte.

His areas of expertise include Topline Maximization, Corporate Strategy, Sales Management, Leadership Development, Org Development, Customer Journey Optimization, Digital Sales, Bancassurance, Mass Retail Distribution, Insurance Underwriting and Product Management.