Aamir Ibrahim has been the CEO of Jazz since 2016, Pakistan’s largest telecom and Internet company with over 55 million subscribers and one of the country’s largest businesses. He is also a member of the Global Executive Committee of VEON (the sixth largest telecom operator in the world).

Prior to his current role, Aamir has held senior leadership positions in VEON, Telenor Group, Ford Motor Company, Jaguar and Land Rover, and Mobilink. His career spans 25 years, 7 countries and in industries as diverse as telecommunications, automotive, and financial services. Aamir received his Bachelors in Business (Accounting) from The University of Texas at Austin. He also holds an MBA from IMD in Switzerland and an AMP Diploma from the Harvard Business School.

Aamir has been credited in creating and launching the Jazz brand in 1999 (Pakistan’s first prepaid mobile service) which today is the country’s largest indigenous consumer brand. In addition to his expertise in marketing, Aamir has broad based strengths in strategy, business development, governmental relations and operations. In 2015 Aamir led the Mobilink-Warid merger forming the largest telecom company in the country. In 2017 he helped Jazz sell its towers portfolio for a deal valued at $940m.

Aamir has been an instrumental member of the team that helped transform Jazz from a legacy telecom operator to being the country’s preferred digital lifestyle player which today offers mobile broadband, digital financial services through JazzCash, and an instant messaging platform via its VEON app.

Working with the government Aamir was instrumental in helping establish Pakistan’s first National Incubation Center – a unique example of public private partnership that was subsequently emulated across 4 cities in Pakistan. He also serves on several boards including The Universal Service Fund (USF) aimed at reducing the digital divide in Pakistan. Aamir is passionate about technology and is a leading voice and proponent of Digital Pakistan.