

Saleha Asif



- Nearly 25 years of experience in corporate roles (P&L responsibility, and focus on consumer trends, innovation and new growth platforms) and in management consulting, advising C-level executives, leadership teams, and corporate boards on matters pertaining to Strategy, Finance, and Leadership/Organisation
- History of serving clients in both the public and private sectors across regions (North America, Europe, Middle East and South Asia) and across sectors (Financial Services, Telecom, FMCG, Social Sector, Media, High-tech, Pharmaceuticals, and Mining and Minerals, etc.)
- Following a personal health crisis in 2012, Saleha walked away from C-level business role offers to find meaning in supporting others to grow. Now dedicated to leadership development, capability/skill building, and organization health; serving clients ranging from Boards of leading corporations, to C-level teams, to youth/children
- Rated distinctive as a client advisor and team builder in her own career, Saleha is passionate about helping clients to engage their people and supporting the broader organization to a higher level of performance through improved communication, focus on mindsets/behaviors, and building new skills/capabilities
- Certified practitioner and master trainer for Leadership Circle Profile; currently the most recognized system for leadership development combining leadership, psychology, adult development, and spirituality
- Former consultant at McKinsey & Company (New York & Dubai Offices), core leader of McKinsey Center for Leadership in the Middle East; as an Expert Associate Principal in the Firms' Organisation practice, Saleha served as one of the leaders of the Transformational Change service line in the Middle East and acted as faculty for multiple client workshops in North America, Europe, and the Middle East. Faculty for multiple internal training programs to develop McKinsey consultants
- Prior roles at PepsiCo (Corporate Strategy & Business Development team; supporting Board and CEO) and Bank of America (Corporate Credit and Marketing/Advisory; senior-most woman in Pakistan before sale of ops)
- Invited to present at business and academic conferences, and rated distinctive by clients as faculty for training workshops
- MBA in Information, Strategy and Economics from the Wharton School, University of Pennsylvania, USA
- Currently based in Dubai; split time across New York, Dubai and Pakistan