

## **TRAINER's PROFILE**



**Akhtar Mahmud** is currently CEO, Brand Image - a marketing consultancy specializing in Branding, Advertising and Consumer Insights. He brings 30 years of corporate exposure mainly from Multi National Companies: Unilever, DHL, FedEx, etc. in senior marketing positions to corporate leadership.

Mahmud has been conducting Training and Development programmes for Banks, MNCs, local conglomerates, IBP, PIQC and leading T&D organizations. Market research and consultancy projects for BBC, United Nations, Hoechst, Millat Tractors, ICN, Aga Khan Health Services, Milupa Foods, Berger Paints, Novartis and NGOs are few of the key programmes undertaken by him.

Also an IBA Graduate with major in Marketing, Mahmud is teaching in Institute of Business Administration (IBA), Karachi since 2001.

He has also attended various seminars and conferences in US, Europe, Middle East and South East Asian countries on Branding, Brand-based communications, Creativity in advertising, influencing consumer behavior through psychological modules and leadership evaluation and awareness process.