



### [Short Profile of Mr. Zain ul Haq Qureshi](#)

Having joined the insurance industry as a fresh graduate in 2008, Zain ul-Haq Qureshi brings with him an ‘outsider’s perspective’ to industry norms and practices. Pakistan is a very peculiar economy, used to its own traditions and intricacies of how to conduct business, and it often requires someone not beholden to habit and tradition to question why things are done the way they are, and how they can be done better.

At Asia Insurance, he has overseen several organizational projects to make it a leaner and more reactive company. This has included automation of the underwriting process throughout the company’s branch network, and continuous connectivity of branches to the head office, which has increased accountability and transparency within the organization – values the company holds very dear. Another project has seen Asia become the first company to offer online verification of any policy issued by the company, thus extending this transparency to clients and associated institutions such as banks and embassies, who can verify that the policies brought to them are indeed genuine.

An avid advocate of systems based solutions to management challenges, Zain Qureshi is always on the lookout for permanent, self-sustaining mechanisms that can increase productivity and efficiency with a view to making the insurance process as smooth for customers as possible.

So far, the market has responded positively to these changes at Asia, and it is among the fastest growing companies in the market, both in terms of revenue growth and profitability.