

## **Mohammed Ali Ahmed MD & CEO**

### EFU Life Assurance Ltd



Mr. Mohammed Ali Ahmed is the MD & CEO of EFU Life and has over 30 years of professional experience in the life insurance industry. Prior to being appointed as CEO, Ali was the Chief Strategy Officer at EFU Life. He is an Actuary by qualification and started his career at a trainee position, and over the last three decades has risen through the ranks to reach an executive management level.

Over the years, Ali has been directly responsible for diverse areas including Actuarial Services, Product Innovation, Investment Fund Management, Bancassurance Sales, Group Benefits, Marketing & Brand Management, developing Growth Segments and Digital/Mass Market/Alternative Distribution Channels. He has actively developed the enterprise level strategy for the organization, working closely with the Board to define, assess and implement strategies in all business areas of the Company.

Ali has presented in many local and international conferences, seminars, workshops on diverse topics on insurance, risk management, distribution channels, technology, and change management as well as social and economic development.

Ali is a “Certified Director” from The Institute of Chartered Accountants of Pakistan.