

Jehanzeb Zafar

Chief Executive Office, Askari Life Assurance Co. Ltd.



Jehanzeb Zafar is a dynamic and visionary leader with an in-depth knowledge of the insurance and financial services industry. With a passion for entrepreneurship and strategic growth, he has played a pivotal role in shaping the landscape of the industry by fostering innovation and establishing win-win partnerships.

As Chief Executive Officer at Askari Life, his leadership has paved the way for successful turnaround of the company in a short span of time. Prior to this assignment, he served as the Chief Strategy Officer at Adamjee Life Assurance Co. Ltd., where he was instrumental in the development of distribution and organizational strategies that significantly contributed to the company's expansion. His expertise in strategy formulation and execution has consistently driven sustainable growth and operational excellence.

Jehanzeb holds an MBA from City University London and a certification in strategy from Harvard Business School, USA. His academic background, combined with his vast industry experience, enables him to craft and implement forward-thinking strategies that align with evolving market dynamics.

Recognized for his leadership and industry contributions, Jehanzeb Zafar has been elected as a member of the Insurance Association of Pakistan (IAP) Executive Committee for the 2024-2026 term. His commitment to innovation and excellence continues to position Askari Life as a leader in the insurance sector.