

Khurram Shah, currently serving as the Director of Corporate Affairs for PepsiCo in Pakistan and Afghanistan, is a seasoned professional with over 19 years of experience across diverse industries. As a corporate affairs expert and a qualified lawyer, Khurram has left a lasting impact on the business landscape in Pakistan and international markets.

Khurram's career journey has traversed key roles in Legal, Tobacco, Cement, and Food & Beverages industries. Notably, he held significant positions at Lucky Cement, British American Tobacco, and Orr, Dignam & Co. prior to joining PepsiCo.

Educationally, Khurram holds a LLB (Hons) degree from the University of Essex and an LLM (Human Rights) from the SOAS University of London, underscoring his commitment to legal excellence.

In his current role at PepsiCo, Khurram takes the lead in shaping the public policy agenda, enhancing company's reputation, manage communications and ensuring alignment with sustainability goals. His strategic approach involves extensive stakeholder management, policy advocacy, and engagement with trade associations to uphold business continuity.

Khurram's engagement in various committees of the government, representing the private sector, underscores his dedication to advocacy. As a representative of the business community, he actively participated in shaping policies and regulations, contributing to a conducive business environment. Additionally, his interactions with diplomatic quarters have strengthened ties between the private sector and government bodies, showcasing his prowess in navigating complex relationships.

Khurram has been an active participant in various business councils, including the Overseas Investors Chamber of Commerce and Industry, the American Business Council, the American Business Forum, and the Pakistan Business Council. He is also a CEO of Beverage Advisory Foundation. His leadership in these councils has been instrumental in shaping business agendas, fostering collaboration, and driving positive change.

His extensive professional background is marked by a significant track record in international business expansions, showcasing his proficiency in strategic business development and investment expansions. His versatile skill set further encompasses expertise in media relations, communications, corporate reputation building, and crisis management.

Khurram Shah's career is a testament to his multifaceted expertise, from legal foundations to strategic business leadership. As a thought leader and advocate, he continues to drive positive change in the corporate and regulatory landscape, embodying a commitment to excellence and sustainable business practices.