

**Ms. Faaria Rehman Salahuddin**  
**Director**

Faaria Rehman Salahuddin is a C-level professional with a career spanning 24 years in banking and entrepreneurship at leading financial institutions like ANZ Grindlays, SCB, HBL, UBL and Bank Alfalah Ltd and more recently as the Director Placements at Suleman Dawood School of Business (SDSB) at Lahore University of Management Sciences (LUMS). Her expertise lie in delivering organizational turnarounds through synergies by strategic re-alignment of business lines.

Faaria's experience spans Local and Regional Public and Private sector enterprises with a deep understanding of both operational and credit management aspects of corporate and retail banking. Her unusual experience makes her ideal to bridge the silos currently prevalent in most organizations, allowing her to lead business transformation through driving change in attitudes of teams, bringing them on a common platform and unlocking innovation and creativity.

Faaria is currently dividing time at LUMS, offering Consultancy Services to various individuals, institutions and business ventures and managing her heritage restoration boutique hotel project. She is also a Member of the Board of Directors for Dubai Islamic Bank, Ellcot Spinning Mills, GNR Consultants and a Member of the LUMS Financial Aid Committee as well as an Advisor for Lahore Biennale Foundation. Her passion for culture and heritage is also reflected in her reputation as a major patron and collector of local art and her involvement with Pakistan's leading art institutions.

Faaria holds an MBA from Lahore University of Management Sciences (LUMS) and is a Rotary International – GSE Professional Scholar to Bavaria, Germany. She has held Strategic Advisory roles as a Committee and Board member of various institutions like Allama Iqbal Medical College & Jinnah Hospital (AIMC/JH), Service Institute of Medical Sciences (SIMS)/Services Hospital, Dairy Rural Development Foundation (DRDF), LUMS Financial Aid and NOP, Management Association of Pakistan (MAP) and Pakistan Fashion Design Council (PFDC).