PROFILE - Mr. Mustafa Sattar Kassim

Mr. Mustafa Kassim is a Sri Lankan entrepreneur and business leader best known as the Founder and Chief Executive Officer of Roar Global, a diversified marketing and technology group he established in 2014. Under his leadership, Roar Global has evolved from a digital media startup into a group of businesses operating across platform marketing and applied AI, with a presence in eight markets across the Asia-Pacific region.

Today, the group comprises six portfolio companies, serves thousands of clients, and is supported by a team of over 150 professionals across its regional operations.

Recognised internationally for his contributions to the media and marketing industry, Mr. Kassim was named to Forbes 30 Under 30 Asia in the Media, Marketing & Advertising category.

Mr. Kassim holds a Bachelor of Arts in Economics from California State University, Northridge (USA).

Throughout his career, he has been an active voice on leadership, digital innovation, and the evolving role of marketing and technology in business growth, regularly engaging with industry forums and media.

Mr. Kassim's appointment as a Director of Amana Bank brings to the Board hands-on experience in building and scaling multi-market businesses, navigating digital transformation, and applying technology to drive operational efficiency and customer engagement. His perspective on platform-led growth, venture development, and innovation-led strategy strengthens the Board's oversight of the Bank's long-term strategy, digital initiatives, and governance framework.

Mrs. S. Dayani De Silva

Company Secretary
Amana Bank PLC
Reg. No. PB 3618 PQ