

Sarmad Abbasi

Mr. Sarmad Abbasi has over 15 years of cross-functional experience across General Management, Strategic Marketing, and Category Transformation, with a proven track record of delivering strong business performance in complex and dynamic markets.

He most recently served as General Manager – British American Tobacco Iraq from October 2022 to May 2026, where he led the business through a challenging geopolitical environment, delivering exceptional results. Prior to this, Mr. Abbasi held several senior leadership roles at Pakistan Tobacco Company, including Head of Brands, Senior Brand Manager, and Regional Manager.

Earlier in his career, Mr. Abbasi also served as a Marketing Manager – Dairy Category at Tetra Pak Pakistan.

Mr. Abbasi holds an MBA from the Lahore University of Management Sciences (LUMS) and a Bachelor of Science in Computer Science from the National University of Computer and Emerging Sciences (FAST-NU), combining strong analytical capability with strategic and commercial acumen.