

## SYED JAVED

Senior executive Vice President & Group Executive United Bank Ltd.

Javed is a process oriented professional with a deep understanding of a drivers of customer satisfaction, their impact on customer loyalty, and business profitability.



After leading restructuring of the bank, Javed headed branch operations across 1200 plus branches, consumer credit and collection function, and the strategic business planning function. At present, he heads the bank's Human Resource function, and is very passionate about what he does.

Javed started his career in 1979 in the sales management area in the tobacco industry. In 1986 he joined the travel and financial service industry, initially in a sales role at American Express International and progressed to senior management positions initially in Pakistan and later in Australia. In 1999, he moved to Saudi Arabia to establish a card operation center for a newly formed JV between American Express International and the Saudi Investment Bank. He then moved back to Pakistan to take on a leadership role at UBL.

Javed holds a master's degree in economics from Peshawar University. He has travelled widely, enjoyed playing league cricket in Australia, been a keen squash player, enjoys skeet and trap shooting, and is also a keen golfer.