

# Dr. Maha Sved

A portrait of Dr. Maha Sved, a woman with dark hair wearing a grey hijab and a light-colored blazer, smiling slightly. She is positioned in the center of the frame against a dark background.

**Entrepreneur  
Leadership Coach  
Innovator  
Philanthropist**

**Empowering Change  
Through Purposeful  
Action and Resilience**

**■ Breaking Barriers,  
■ Building Futures**

# Introduction

Hi, I'm Dr. Maha Syed. My journey is built on a simple yet powerful belief—resilience and purposeful action can transform not just our lives but entire industries and communities. Whether stepping into male-dominated fields or mentoring the next generation of leaders, I've always viewed challenges as opportunities to create meaningful change.

From revolutionizing Pakistan's poultry industry with sustainable innovations to redefining premium transportation services in Islamabad, I've dedicated my life to breaking barriers and building futures. But my proudest achievement is empowering others—especially women—to unlock their potential and lead with purpose.



# Professional Journey

## Blanchard® Pakistan - CEO, 2017 - Present

As the CEO of Blanchard® Pakistan, I've designed leadership programs for leading organizations, including CCI, Ubank, PTCL, Allied Bank, and Servis. My approach centers on leadership development that promotes inclusion, resilience, and results.

Key Programs:

- SLII® Training: Adaptive leadership for top-performing teams.
- Self-Leadership Workshops: Empowering employees to take initiative.
- DEI Coaching: Creating inclusive environments for meaningful collaboration.

Takeaway: I've learned that leadership isn't about position—it's about influence and impact that empowers others to thrive.

## Ibrahim Protein Farms - Founder & CEO, 2014 - Present

I founded Pakistan's first fully automated controlled poultry farm, managing 50,000 chicks per cycle under strict biosecurity measures. This wasn't just a business—it was my way of entering a male-dominated space and proving that women can lead with innovation.

Key Achievement: Developed three organic medicines through research, achieving zero disease outbreaks in 10 years.

Recognition: Ibrahim Protein Farms became a Chamber of Commerce-certified SME and a trusted name in international trade.

Takeaway: This venture taught me the power of research and resilience—true innovation stems from consistently challenging norms.

## Islamabad Limousine® - Founder & CEO, 2012 - Present

I started Islamabad Limousine® with just five vehicles. By forming a strategic partnership with Careem, I grew the fleet to 77 cars, earning exclusive operational rights in Islamabad. Recognizing the need for premium transportation, I pivoted to create a luxury fleet of 20 high-end vehicles serving embassies, corporate delegations, and diplomats.

Key Achievement: Built a team of 75 dedicated professionals, emphasizing customer-centricity and operational excellence.

Takeaway: Adaptability and customer insight can turn an everyday service into a premium experience that redefines an industry.



# Education

## Ph.D. in Engineering Management (2020) CASE – UET Taxila

Focus: Business Process Improvement (BPI)

Key Research: Change acceleration models and critical success factors in telecom and IT industries.

Publications:

1. Identifying Control Factors for BPI in Telecom Sector Using the Taguchi Approach (IEEE Access, 2019)
2. Ensuring BPI Success: An Extension of the Change Acceleration Process Model (PLOS ONE, 2019)
3. Determining Critical Success Factors for Predicting BPI Success in IT Projects (SURJ, 2018)

## MS in Engineering Management (2010) CASE – UET Taxila

Focus: Project Management

## BS in Computer Science (2007) International Islamic University Islamabad (IIUI)

## Certifications

I'm a certified trainer in leadership and organizational development, with expertise in:

- SLII® and Self-Leadership
- Conversational Capacity® and Building Trust
- Diversity, Equity, and Inclusion (DEI) Coaching
- Six Thinking Hats® for creative decision-making



# Mentorship & Social Impact

Mentorship is the heart of my purpose. Over the past decade, I've mentored countless women through programs with UNDP, We-create and Chamakte Sitaray NGO, focusing on financial literacy, leadership, and small-business development.

- In the past year, I've mentored 17 women entrepreneurs, dedicating 100+ hours to coaching.
- I've conducted workshops for orphaned girls and women in rural areas, helping them launch sustainable businesses.

Takeaway: Empowerment comes when people realize their potential and have the tools to act on it.

## Speaking Engagements and Workshops

I'm passionate about sharing my journey and insights through speaking engagements and leadership workshops.

Key Topics:

- Breaking Barriers in Male-Dominated Industries
- Innovation and Business Process Improvement
- Women in Leadership and Entrepreneurship
- Diversity and Inclusion in Corporate Culture



# Testimonials

"Maha's mentorship transformed my confidence and resilience, helping me build a sustainable business."

– Manha Syed, Founder of Chamakte Sitaray

"Her BPI insights streamlined our operations and increased efficiency."

– Umer Irfan, CEO, Printline Packages

"Maha's leadership workshops shifted the way my team approaches decision-making and collaboration"

– Dr. Sadaf Haroon, Specialized Hospital

# Recognition & Awards

- Recognition by the Chamber of Commerce for international trade contributions.
- Leadership Excellence Award for mentoring women entrepreneurs.
- Published in high-impact journals for contributions to operational excellence.



“My journey has taught me that leadership isn’t about perfection—it’s about progress, resilience and empowering others. If you’re ready to break barriers and build a future filled with purpose, I’d love to connect and collaborate.”

 Maha Syed

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