Ms. Sadia Rauf
Independent Director

Sadia brings over 20 years of experience in brand strategy and client leadership within integrated marketing communications.

She founded O2 Communications in Karachi and led it as Account Director for nearly two decades, advising marketing leaders across banking, technology and retail on brand strategy and delivering integrated campaigns for clients including ABN AMRO, Oracle and Credit Suisse. Her work included leading the brand strategy behind the national launch of Twenty20 cricket in Pakistan for ABN AMRO, a PKR5M multi-channel campaign spanning print, broadcast, outdoor and in-stadium branding. She relocated to the UK and completed an MA in Media and Communications at City, University of London (2021–2022) to re-establish her practice in the UK market, and has since worked as a marketing consultant, including engagements with Half Price Drapes (California) and Idea Simple.

Her expertise lies in building client-facing marketing functions from the ground up — a perspective shaped by two decades of running an agency of her own.