

# ABOUT THE CEO

## **AYESHA TARIQ SETHI (SHRM-SCP, MBA, BSC. HON)**

A qualified senior human resources consultant qualified from SHRM USA, KoC University Istanbul, UBC Vancouver, and London School of Economics and Political Sciences UK.

### **Key Expertise**

Her professional expertise are in recruitment & selection, performance management, competency development, instructional design & delivery, employee engagement, business continuity management, and project management.

### **Experience**

Ayesha has 12+ years of experience across various work and consulting engagements including project consulting, BCM ISO 2230 implementation, risk management, business process engineering, corporate training programs, lean six sigma, new business ventures, and HR function setup for end to end service delivery

### **Position Held**

- Founder & CEO – Sethi Learning & Company
- Head of HR – Healthx Pakistan
- Learning & OD Lead: Jaffer Group of Companies
- HR & Internal Audit – Engro Corporation



# Ayesha Tariq Sethi

Founder



Procurement  
Internal Controls  
Human Resources  
General Management  
New Projects

## O & A Levels



Karachi Grammar School  
Saint Michael's Convent School

## Qualifications (BSC/MBA)

Koc University, Istanbul - MBA  
University of British Columbia  
London School of Economics –  
BSC Business



Engro Corporation  
Engro Polymer & Chemicals  
Healthx Pakistan



## Management Consulting

Li & Fung  
Global Network For  
Advanced Management



## Visiting Faculty MBA/MSC

SZABIST  
IoBM



## Active Affiliations & Contributions

Pak Thai Business House  
Association of MBAs (AMBA)  
CFO Club  
University of Waterloo  
Thomvell International, Malaysia



Excellence in Finance Leadership



# Professional Profile

## CONFERENCES & CONTRIBUTIONS

Author of Cover Story – The Scientific Approach to Corporate Excellence  
– **AMBITION by Association of MBAs**  
Guest Speaker – **University of Waterloo, Canada** - 2019  
Founder & Director – **Talent & Technology Reimagined Conferences** – 2022  
Panelist – **Zindigi FutureFest** – 2022  
Panelist – **HR Tech Summit Asia** – 2023  
Workshop Facilitator IBA – **Drive Strategy with Balanced Scorecard** - 2023  
Moderator – **Cybersecurity Conference Ministry of IT** – 2021/2023  
Moderator – **Ingram Micro Digital Summit** - 2019  
Moderator – **ERP Conference - HR Legends** - 2019  
Speaker - **Momentum Conference 2019** - Emotional Intelligence  
Moderator - **Annual Diversity & Inclusion Conference 2019 - HR Metrics**  
Speaker - **6th National Project Management Conference 2017** - PMI Islamabad  
Conference Speaker - **Leading Women Women 2020 - Kuala Lumpur, Malaysia**  
Guest Speaker - Talent Management in the Digital World - **Dow University of Health Sciences**  
Guest Speaker at SZABIST Executive MBA on 'Mastering the Case Study Method'  
Panelist at **KASBIT Conference on 'Future of Work, Education, & World Economy'**.  
Mentor & Coach - Emotional Intelligence - **Center for Global Innovators**  
Mentor & Coach of Winning Team 'Barricade' -BuiltByHer - **National Incubation Centre and US-AID 2020**  
Podcast Host – **Smart Benefits** (Multiple topics) - 2023

## LEARNING CERTIFICATIONS

1. *The Science of Well-Being* – **Yale University**
2. *From Local to Global: Concepts & Framework to Develop Global Strategy* – **Koc University IST** – **On campus/1 week**
3. *Clean Energy & Innovation* – **UBC, Vancouver** – **On Campus**
4. *Enhance Your Global Potential with Cultural Intelligence (Classroom-1 day)* – **Lucy Butters, Elembee Ltd. UK**
5. *Communication Strategies for a Virtual Age* – **University of Toronto**
6. *Designing & Developing an Online Course* – **UBC, Canada**
7. *Coaching Skills for Managers Specialization* – **UC Davis**
7. *Managing as a Coach* – **UC Davis, USA**
8. *Setting Expectations & Assessing Performance Issues* – **UC Davis, USA**
9. *Coaching Practices* – **UC Davis, USA**
10. *Coaching Conversations* – **UC Davis**
11. *Hiring* – **Harvard Business Publishing**
12. *Team Management* – **Harvard Business Publishing**
13. *Inspiring Leadership Through Emotional Intelligence* – **Case Western Reserve University**
14. *Integrated Marketing Communications* – **IE Business School**

## SATISFIED CLIENTS & WORK AFFILIATIONS



## AYESHA TARIQ SETHI

Human Resource Professional  
SHRM – SCP  
Founder/Director – Sethi Learning & Company



International healthcare management company Healthx, enters Pakistan



...der, CEO, Healthx Pakistan with Raouf Khalil, CEO and Founding Director of Healthx Pakistan & Ayesha Tariq Sethi, Head of HR Healthx Pakistan at the launch event.

2022: Healthx Pakistan, powered by TruDoc Healthcare management company formally launched in Pakistan. Healthx is a global group with operations in over 10+ countries and a customer base across the Middle East, Africa and Europe.

Healthx offers a membership (subscription) based, data driven, hybrid model with digital and physical touch points (at Home, Work, School) strategically all across the patient life cycle.



**PLAYED AN INSTRUMENTAL ROLE TO ESTABLISH HEALTHX PAKISTAN (AFFILIATE OF TRUDOC UAE) DURING A PERIOD OF 9 MONTHS IN 2023**



نروڈوک کے بانی و چیف ایگزیکٹو آفیسر خلیل پریس کانفرنس سے خطاب کر رہے ہیں

ہیلتھ ایکس نے پاکستان میں خدمات کی فراہمی کا آغاز کر دیا

نظام کے تحت مریضوں کو 24 گھنٹے صحت کی ابتدائی خدمات فراہم کی جاتی ہیں، خاتقان سکندر

ہمارا باصلاحیت عملہ جدید ترین طبی تکنیک کا نظام پیش کر رہا ہے، پریس کانفرنس سے خطاب

کراچی (اسٹاف رپورٹر) انتظامی صحت کے بین الاقوامی ادارے ہیلتھ ایکس نے پاکستان میں خدمات کی فراہمی کا آغاز کر دیا۔ بین الاقوامی ادارے نروڈوک کی زیر سرپرستی ہیلتھ ایکس مشرق وسطیٰ، افریقہ اور یورپ میں 10 سے زائد ممالک کے تقریباً ڈھائی کروڑ افراد کو صحت کی خدمات فراہم کرنے والے ایک عالمی گروپ سے منسلک ہے۔ نظام کے تحت صارفین کو 24 گھنٹے ان کے گھر، اسکول اور دکانوں پر صحت کی خدمات فراہم کی جاتی ہیں۔

تصدیق شدہ قابل پھر سہ دواؤں کے استعمال سے مریضوں اور اداہنگی کرنے والوں دونوں کے اخراجات کو بچانے میں مدد کی فراہمی ہے۔ ادارے کے چیف ایگزیکٹو آفیسر خاتقان سکندر نے کراچی میں پریس کانفرنس سے خطاب کرتے ہوئے کہا کہ ہمارا باصلاحیت، کل وقتی، لائسنس یافتہ اور تجربہ کار ڈاکٹروں، ماہر نفسیات، ماہرین خوراک، فٹنس اور دیگر طبی ماہرین پر مشتمل عملہ مریض کی انفرادی صورتحال کو مد نظر رکھتے ہوئے 24 گھنٹے کی خدمات فراہم کرتا ہے۔

