

Meet Omer Aftab



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Country Director PIELLE Vision 2015

Omer Aftab MBA is the country director and our partner in the Lahore based PIELLE Vision 2015. A graduate in Marketing he was previously a partner in Omer Arif Associates and Marketing Director at Eden Roc in Pakistan.

He previously spent five years with the US Information Service as an independent public relations consultant campaigning on issues such as human rights, AIDS, environment, women rights, child labour and drugs. In addition to his role at PIELLE Vision, Omer is one of a group of young professionals who in 1999



established the Pakistan Women's Empowerment Group. A group that has developed and delivered public health and economic development programmes for women including the award winning Pink Ribbon – Breast Cancer Awareness Campaign the first in an Islamic country..

A Member of Transparency International –watchdog on corruption and bribery he serves as a member of Punjab Board for Supervision and Control of Children Homes and is a member of Pakistan PR Society and Marketing Association of Pakistan.