

## **AHMAD SHAHID HUSSAIN**

**Mr. Ahmad Shahid Hussain** is the Director and Chief Strategy Officer of Service Sales Corporation (Pvt.) Limited (SSC), Lahore, since March 2011. SSC has a network of 350 shoe outlets under the brands **NDURE** and **SHOE PLANET** and a B2B business under the brands **Calza** and **Liza**. SSC has two large footwear manufacturing plants in Lahore. SSC is one of the largest players in the footwear sector in Pakistan. Ahmad heads the B2B business as well as the online ecommerce business at SSC and is part of the BoD.

Ahmad has a passion for technology where in he obtained his Bachelors and Masters degree in Computer Engineering from Carnegie Mellon University. Ahmad worked at Microsoft Corporation for 4 years in their head office situated in Redmond, WA – USA. He is also part of the advisory board of the National Incubation Center Lahore at LUMS.