

VOTE! ZUNAIRA OMAR

CEO- The Square Peg (1258)

CEC
ELECTION ||| 2026
VOTE ✓

#firstwomanstanding2026

As the only marketer amongst tech candidates, I add unique value that can help sell what we build

FAST- Lahore - CS grad (2001 batch), EMBA NUST, 20+ years, 15 leading · Chairperson, IT Committee, IWCCI · Vital Voices VV GROW Fellow · ~100 B2B go-to-market programmes · GITEX, ITCN Asia, LEAP (Riyadh, Hong Kong)

My Promise/Manifesto

1. Build an SME Value Chain

- A shared Associate stand at the next LEAP or GITEX
- A capability map of the Associate class, within 90 days.
- Standard teaming paperwork, drafted once, free to members.
- One actual opportunity, four or five complementary firms assembled around it, a bid submitted.
- A standing Associate consultation before CEC policy submissions.

2. A future-ready workforce, built collectively

- Pooled training in the capabilities small firms are being priced out of
- Collective certification, pursued as a group rather than company by company
- A graduate route pointed at SME employers specifically.

3. Building more female representation

- Grow the number of women-led member companies on the P@SHA's roster.
- Make sure women are in the room when policy decisions are made.
- Advocate access for women-led firms to capital, infrastructure and other opportunities.



I went to LEAP 2025 on my own, because the stand was sized for someone bigger. If it's too big for one of us, it's the right size for five of us.

My Complete Manifesto

P@SHA
www.pasha.org.pk