

Mr. Shaikh Muhammad Barinuddin

Mr. Shaikh Muhammad Barinuddin commenced his professional carrier with Pakistan Tobacco Company (PTC), a multinational & pioneer in the Tobacco Industry in Pakistan with responsibilities in the areas of Marketing, Sales / Distribution, Advertising, Merchandising etc.

Mr. S.M.Barinuddin joined Lakson Tobacco Company (LTC), of the Lakson Group as Marketing Manager in the year 1973 and was responsible for establishing a complete Marketing Set -Up by effective use of available resources & enhanced Company's strength. During his association with LTC until 2007, designated as Director Operations & Administration, thereby coordinating with marketing, Commercial & Production Departments for smooth Mobilization of Cigarette Supplies to its consumers synergizing with Administrative Logistics. This position also entailed dealing with the FBR (then CBR), Customs & Excise, besides, Legal & Labor related matters until March 9, 2007 when Phillip Morris International (PMI) took over LTC. Mr. S. M. Barinuddin was consultant to Phillip Morris International till December 31, 2010 reporting directly to the CEO of the Company.

Mr. S. M. Barinuddin was appointed Independent Director at Merit Packaging Ltd. and is the Chairman of the Audit Committee. He is a Certified Director having completed all the requirements of the ICAP Director's Training Program duly approved by the SECP. He carries over 4 decades of practical experience.