



Mr. Asad Aleem

Director – HSE Learning & Development

Mr. Asad Aleem is a seasoned HSE leader with 30 years of service at Engro, spanning Marketing, Logistics, and HSE. He drove safety excellence by leading initiatives that earned the company its first-ever Dupont Rating 4 and won two Marketing Excellence Awards. His landmark achievement—the Defensive Driving & Riding Program—dramatically reduced fleet accidents and was later adopted by other organizations. He also developed a community safety awareness program recognized by the company's board. With an EMBA from LUMS and an MSc in Physics from the University of Karachi, Asad combines technical expertise, regulatory insight, and strong leadership to create safer, more efficient workplaces.