
Ammara Shamim, ACA
MR # 8615

Candidate ICAP Council
Elections 2025
Ballot # 2

PRESENTATION MANIFESTO
NOVEMBER 08, 2025

INTRODUCTION

★ ICAP LEADERSHIP & HISTORIC FIRSTS:

- First Woman Chairperson in the history of ICAP (NRC 2023–24)
- 8 years of service to ICAP, including 4 years as an elected Northern Regional Committee (NRC) member
- First ever Woman CA running for the Council Elections 2025 from the North
- Only contestant from Industry in the North Region (2025 elections)
- Only NRC member stepping up for the ICAP Council Elections 2025

★ CURRENTLY DRIVING CHANGE:

- Chief Financial Officer - Reem Rice (JV of Al-Ghurair, UAE, and Al-Muhaidib, KSA).
- Co-Founder and Director - Prissol (an AI, IT & Management Consulting company).
- Independent Director - Serving at leading General and Family Takaful companies.

★ FOUNDATIONS OF EXPERIENCE:

- Finance Business Partner at SANIFA (JV of Sapphire, Nishat, and Fatima groups).
- Senior Manager Ratings/ Member Rating Committee at PACRA.
- Experience at KPMG.

*20+ YEARS OF DIVERSIFIED
EXPERIENCE IN FIRM, SERVICE
SECTOR, AND INDUSTRY*

YE VOTE AMMARA KA

LAUNCHING A BOLD NEW STRATEGY

THE 3+1 YEAR PLAN



FOUR YEAR VISION

Set aspirations and focus areas for the long-term.



THREE YEAR ROADMAP

Detailed plan to achieve our goals.



KEY COMPONENTS

KPI-Driven Culture: Establish performance indicators to track success.

Formulation Timeline: Strategy to be developed within the first month of the new Council's term.



ENGAGEMENT PROCESS

Comprehensive Review: Involvement of regional committees, overseas chapters, and all members.

Methods of Engagement: Surveys, focus groups, interviews, and roadshows.



FOCUS ON CONTINUITY

Preservation of Strengths: Retain successful elements of previous plans.



FOCUS ON EVOLUTION

Adaptability: Respond to the rapidly changing environment for our members.



VISION

**EMPOWERING MEMBERS FOR A SUSTAINABLE
FUTURE: Championing Innovation, Global
Integration, and Ethical Excellence.**

ASPIRATIONS

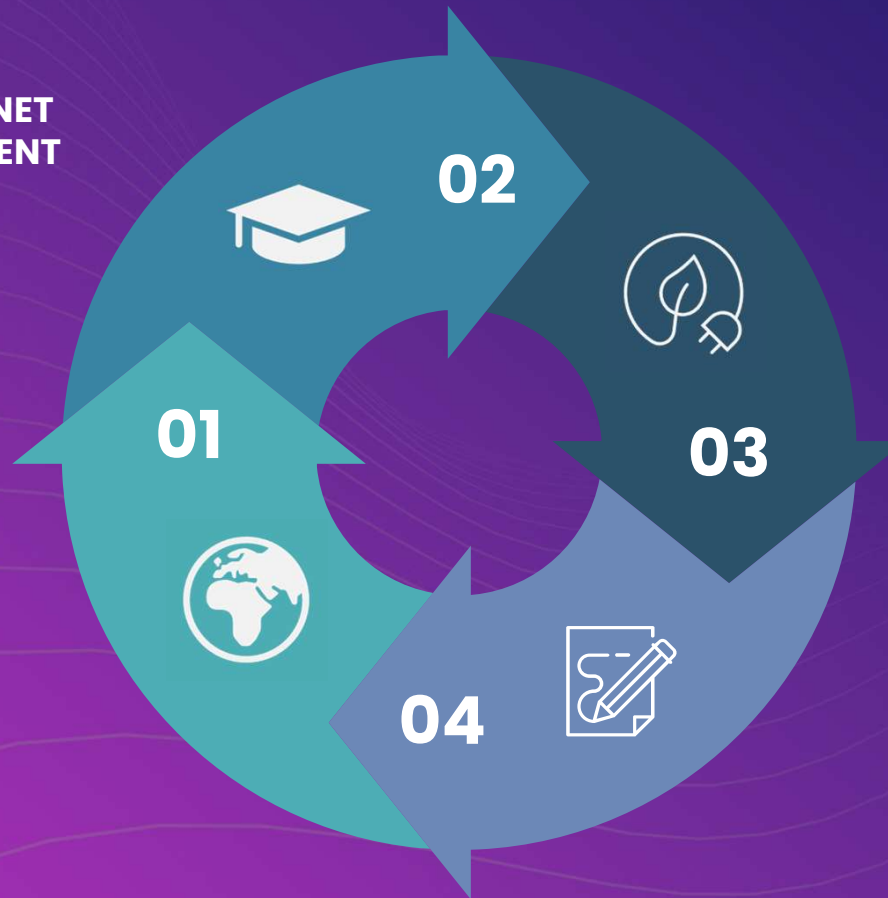
WHAT WE WANT TO ACHIEVE

**ICAP, A MAGNET
FOR DIVERSE TALENT**

**GLOBAL
INTEGRATION**

**CHARTERED
ACCOUNTANTS
AS FUTURE FOCUSED
LEADERS**

**A TRUSTED AND
RESPECTED
PROFESSION**



FOCUS AREAS

HOW WE WILL GET THERE

- International partnerships, collaborations, and competence development
- Enhancing the attractiveness of the profession
- Diversity, Equity, and Inclusion
- Innovating learning
- Elevating member experiences
- Leading the way in sustainability
- Harnessing the power of AI
- Upholding standards and ethics



ENABLERS

WHAT WE WILL NEED TO GET US THERE



YE VOTE AMMARA KA

THANK YOU