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# Professional Experience

## Summary

Over 35 years of international experience as an independent entrepreneur in creating wealth. Have an exceptionally strong record of contribution and diverse experience with four Fortune 500 companies during times of start-up, restructuring, and growth. Great exposure to Broad general management involvement in analysis and redesign of companies, Corporate Finance Advisory, Deal Structuring and International Tax and Financial Planning.

Positions held as Executive Chairman, CEO, COO as well as interim CEO. Has led projects from inception to final implementation for family and private investors focused on wealth creation. Through proprietary value enhancement tools and models he can assist to increase public companies market capitalization in partnership with existing management.

## President Past- Director

### United Nations Association of Canada - Toronto UNACTO

Non-Profit; 11-50 employees; UNACTO; Non-Profit Organization Management industry)  
April 2005 - Present (2 years 8 months)

Mr. Shroff was elected to spearhead revival of UNACTO as Chairman of New Committee. Elected President and created a board of over 10 directors. Several programs initiated to develop UNACTO as self sustaining organization with guidance from national office to convert a loss making operation into self supporting virtual office through personal endowment and family and friends donations.

## Founder Idea Sponsor

### Social Entrepreneurship Fund through Social Entrepreneurship Consortium Inc

(Partnership; 1-10 employees; SEF; Capital Markets industry)

2003 - Present (4 years)

SEF function is to invest and assist management of public listed companies to generate new revenue streams with social attributes to enhance their shareholders value and market capitalization without affecting their present balance sheet.

## President and CEO

Sasi Wealth Consulting Services through International Business Consortium  
(Privately Held; 1-10 employees; Import and Export industry)

July 2001 - Present (6 years 5 months)

Sasi Wealth Origination Consulting Services 'SWOCS' is an International Canadian firm established by Mr.Firoz Shroff a successful businessman. The Company is specialized in export and import of Intellectual Capital. Firoz Shroff offers specialized wealth originating and strategic wealth enhancement planning services to companies for global expansion through identification of intrinsic values.

President

Homeland International Inc

(Non-Profit; 1-10 employees; Individual & Family Services industry)

March 1999 - Present (8 years 9 months)

Homeland International Inc. was established as A Canadian Federally Registered

Charitable Organization in 1999 by Firoz Shroff to undertake local and global Community Housing and Mixed Use Development Projects with communities, countries and corporations to address the affordable housing needs of individuals and families through prudent and sound management to create employment, economic prosperity, safe environment, provide educational opportunities and social sustainability

Chief Trustee

Sasi Foundation

(Non-Profit; 11-50 employees; NP; Investment Banking industry)

January 1979 - Present (28 years 11 months)

As Wealth Creating Hermit and Social Entrepreneur he has 37 years of experience in providing family Equity Capital, Management, Finance, Marketing, Philanthropy, EntrepreneurSHIP, Social Wealth Origination Plans, Investment Banking with Social Attributes, Corporate Finance, Valufacturing, Ecotomic Values to create idea currency through knowledge, intellect, talent and experience and wisdom of intellectual assets. Have traits in Global Volunteerism – managing Global Projects – arranging Finance and Investment, – handle cross border M & A Activities, create and arbitrage proprietary derivatives – contacts with Stock Brokerage firms–operated Real Estate and family REIT in substantial 10 figures –underwrite Public listed companies issues - provide funding to Social Ventures – inject personal and family capital resources as Social Capital/Social Equity – Identify intrinsic values through Economic of Social Scope and Scale.

Idea Sponsor - Founder and President

International Business Consortium in JV with Sasi Real Estate Group  
(Privately Held; 51-200 employees; SREG; Real Estate industry)

February 1977 - Present (30 years 10 months)

• Valufacturing Brand, advertising revenue from presale. Develop Ecotomic strategy with intellectual and intrinsic assets.

- Strategic and tactical business plan and sales strategy development.
- Experience in new businesses formation via public listed companies, business structures, and structuring deals and commercial transactions.
- Generated new development deals for a real estate development company that focuses on multi-family residential, commercial, condos, shopping, resort and hospitality projects, including real-estate market analysis.

Executive Chairman

Sasi Group of Companies

(Privately Held; 201-500 employees; none; Investment Banking industry)

February 1976 - December 2000 (24 years 11 months)

Responsibilities included bringing various fragmented businesses and turning a family owned group into a corporate entity by consolidating its activities in various part of the world. The countries included Pakistan, India, Kenya, UK, Bangladesh and USA. The sphere of business included investment banking, stock brokerage, financials services, real estate, retailing, publishing, leisure, marketing, advertising, construction, consulting. For detail information visit [www.buyusa.gov/pakistan/en/serviceproviders.html](http://www.buyusa.gov/pakistan/en/serviceproviders.html)

Specialties

Businessman, Entrepreneur, Deal Maker, Valufactorer, Wealth Originator, Futurist, and Ecotomic Ideation Guru. Has 37 years of experience in Commerce, Management, Marketing, Investment Banking and Philanthropy. Has talent to combine information with tacit knowledge to create intrinsic values for the management of public listed companies to increase their market capitalization. He respects intellectual capital, talent and experience as currency to create Social Capital, Investment and Assets.