

Biography

Mr. Firoz Shroff comes from a well-reputed and known business family with strong ties in Indian Sub-Continent, Africa, Europe, USA and Canada. Being born in 1950, Firoz Shroff has led a successful marriage and has established and preserved his marriage on values of prayer, faith, forgiveness, compassion, repentance, love, respect, work, and wholesome recreational activities. Married to Munira Kurani and has five wonderful intelligent and loving children, namely Khurram, Sara, Ally, Qassim and Anushae. His brother/partner and mother live together. He strongly believes "Joint family system is very important to develop sense of responsibility and understanding among coming generation". To him wealth is great responsibility and he tries to induct that in all his children.

Family History

The Roots of the Shroff Family date back to late 1800's. The family ancestries originate from the South East Asian Sub Continent and have been part of the Ismaili Aga Khan community worldwide. The community membership has been expanding globally through the wise and visionary leadership of His Royal Highness the Aga Khan IV (www.akdn.org).

The family originally started business in Kathiawar in 1887 under the vision and dynamic leadership of Late Muljee Meherali Shroff during the British Raj and expanded its activities as far as the then 'East Africa'. Presently, their work is spread at several levels of the global society by providing higher visibility for the business sector, training, and heartening a social energy that provides upward linear mobility to entrepreneurs. They provide individuals and corporations with the vision, motivation, knowledge, information, as well as, training they require to be successful.

Presently, the Shroff's live and operate businesses in Africa, Australia, New Zealand, US, Canada, Europe and SAARC region. All of them have been instrument as a cohesive team in supporting each other's families globally. The teams are well known, trusted and a founding force behind professionally, astutely directed and managed businesses in their respective activities and countries.

The Shroff families, all together, have been dedicated to improving living conditions and opportunities at the grass root level, without regard to their faith, origin or gender no matter what part of the world it may be. They have been the community of the 21st Century backed by vision, resources and leadership unmatched in the social sector. In the long run, the Shroff family has visualized this as the starting of a comprehensive and constant investment in the social and capital of world, a linear social and economic energy to augment the common level of the quality of life.

Parents

Simply great, they have always been firm but fair, have given him enough rope to hang himself and then gently explained where he went wrong and how not to get it wrong next time without sounding like a dictator. They accept his warts and all, and are proud of whatever he does, no matter what it is. His father deceased when he was 27 years of age. His father was a hardworking, dedicated and adventurous personality traveling in 1950 down the East African coast and down to South Africa. He started life in the book selling and publishing industry and expanded into Real Estate activities. Firoz's mother lives with him in their joint family. He knew that she is there for him whenever he needs her.

Education

MSMS

Arthur D Little Executive Program 1974-1975

A self taught entrepreneur with ability to generate upfront fees income through licensing, franchising, agency and distribution agreements for public listed companies (plc's) to globally arbitrage intrinsic values through his intellectual platform. His self taught education, experience and entrepreneurial mindset utilizes finance, accounting, mathematics and economics (FAME) to dissect transactions. His business experience has given him 5 hats i.e. businessman, entrepreneur, dealmaker, valufacturer and wealth originator. His VALUE ENHANCING process is: - To Collaborate trends, ideas, concepts, opportunities and patterns (TICOP) to identify intrinsic values. HIS MYSTIC VISION is: Invent seamless structures to create real financial wealth in perpetuity for CUSTOMERS giving them a permanent role as partners in progress. His belief is that non-heroic leaders and social wealth originating hermits are strategically implanting powerful social wealth component in their business model.

Adversities

Adversities are inevitable. We can quit and lose -- or we can keep trying and win. Mr. Shroff is a very optimistic person towards adversities. He is a strong believer that there is a solution to every problem.

He is a confident person and takes responsibility for managing resources in a way that enables sustained performance. He is very energetic, determined, highly motivated, action oriented and committed to excellence couple with an enjoyment of working with people and seeing their achievements.

Avocations

Walking, Traveling, Tutoring; Attending Seminars and Forums; Development of Research Center on Valufacturing and Social Entrepreneurship; Group Discussion Locally and Globally; Writing Research Papers on Social Wealth Creation are some of his avocations to be mentioned. He is actively working on developing a Global Business Research, Entrepreneurial and Deal Center what he calls Global BREAD center. He has allocated \$ 1 million for this center to be established in joint venture with a Business School or a University that has enrollment challenges due to competition in business education. His preference is a small town university in Ontario Canada or New York State in USA. He plans to manage the center himself with a core team selected from within the University previous retired professionals on profit sharing basis. Also Firoz is very found of reading and collecting books and bookmarks.

Time in My Pocket

Forgetting and letting go is never an easy as it may sound. Then again, it doesn't really sound simple does it? There are so many things pulling you in so many directions at one time. Which direction could one possibly choose? Timing is a huge factor. In fact time is the key. Mr. Shroff values the essence of time very much and in seeing opportunities arising will move in all directions at the same time. This is why the dynamics of his priorities may very rapidly change causing some hindrance with his team to cope with such pace. However, Firoz is always there constantly mentoring and coaching his team.