

SARAH ♦ MASHHOOD

FULL PROFILE

Sarah *Mashhood*

Light the Fire

CURATOR · HOST · FACILITATOR · COACH

Fifteen years holding a hall — live television, national conference stages and the corporate floor. No preaching at an audience — lighting it up instead.



KARACHI, PAKISTAN · UAE · INTERNATIONAL · ENGLISH & URDU
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And somehow it still feels *like I have just started.*

A communication professional, facilitator, consultant and host — known for an energetic presence and for engaging diverse audiences across three worlds that rarely share one name: live entertainment television, national conference stages, and the corporate floor.

A marketer by qualification and an HR/L&D consultant by profession, with an MBA in Marketing from the Institute of Business Management (IoBM). Fifteen years in the Learning & Development industry, working with organisations on leadership, culture, communication and team effectiveness — currently as Chief Operating Officer at Torque Corp, facilitating and co-facilitating teams and large groups. Certified in MBTI personality assessments, and delivering Business Writing workshops with Talent Experts International. Bilingual in English and Urdu, switching naturally between the two within a single event.

Founded The Management Society (TMS) at IoBM — a new student society that ran innovative events and mobilised the campus behind them. A frequent guest expert on television morning shows. Hosted Pakistan Idol Season 2 (2025–26) and currently hosts Celebrating Sweet Success, a talk show featuring distinguished IoBM alumni. Emcee for numerous public and corporate events, and an Executive Committee Member of the IoBM Alumni Association.



2010

HOSTING SINCE

100+

EVENTS HOSTED

2,500

LARGEST AUDIENCE

6 yrs

TIE RESIDENCY

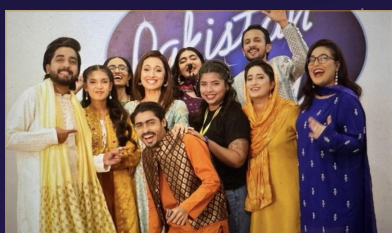
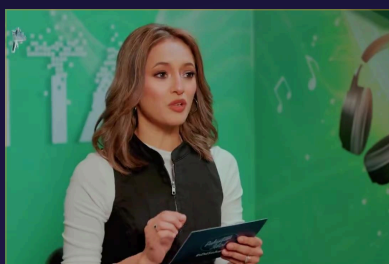
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MID-EVENT

Pakistan Idol *Season 2*

2025-26 · DIGITAL HOST & PRESENTER

Ran three branded segments across the season — Sooper Lounge, Zong Green Room and Golden Pearl — covering contestant experience through interviews, corridor moments and behind-the-scenes coverage, plus the Basant Special. Broadcast across seven national networks — Geo TV, PTV, Green Entertainment, Express Entertainment, A-Plus Entertainment, Aur Life and Aan TV — streamed internationally on Begin.



16

CONTESTANTS

3

SEGMENTS

7

NETWORKS

~60

EPISODES

I

SEASON

A format with no second takes. It rewards improvisation, fast reading of nervous first-time performers, and getting something real out of someone ninety seconds before they walk on stage.

LONG-FORM — CELEBRATING SWEET SUCCESS

loBM alumni talk show · two seasons, two years, ~40 episodes · Host & Scriptwriter. Founders, bankers, media operators and educators. Written as well as fronted, which is why the questions go somewhere the guest was not expecting.

Conferences, launches & events



Challenges Ahead — an evening with Imran Khan

IoBM · Karachi · ~2,500 attendees

EVENT HOST

An evening with Dr Abdul Qadeer Khan

FPCCI · Karachi · 2011

EVENT HOST

FPCCI — Sultana Siddiqui & Sharmila Faruqi

FPCCI · Karachi · 2011

EVENT HOST

TRG LearnFest Digital

Trainers Resource Group · 2020

CURATOR & PRODUCER

Digital Evolution — The Future of Advertising

Advertyze, with Tune TV · 2015

MODERATOR

IoBM Alumni Reconnect — Silsila

IoBM Alumni Association · 2026

EVENT HOST

IoBM Convocation

IoBM · Karachi · 2012

EVENT HOST

THE CORPORATE FLOOR

A corporate audience is not a conference audience. People are there because they were told to be, and half of them are checking email. Facilitation required — not hosting. The needle moves when they start talking to each other, not when the host talks better.

CBRE — InSync

Karachi & Lahore · 2026

HOST & FACILITATOR

MayaTax

Town hall & team-building experience · 2026

HOST & FACILITATOR

Torque Corp

Learning events, leadership conversations, experiential programmes

HOST & CO-FACILITATOR

The ones that cannot *go wrong*

Curation is the work before the microphone: deciding what the day is actually for, who should be on that stage, in what order, and what the audience should be feeling by the time the lights come up.

I HIGH-STAKES EVENTS

Running order and programme design, speaker casting and briefing, rehearsal and technical run, live hosting and recovery.

II INTERVIEWS

Executive and founder interviews, fireside conversations, digital interview series, backstage and red carpet.

III EXPERIENCES

Festival and multi-day formats, offsites and retreats, alumni and community gatherings, digital and hybrid builds.



TWO SECRETARIATS, RUN TOGETHER

Alongside the TiE Karachi chapter, ran the Trainers Resource Group secretariat — both at once, for years. Membership, programming, the calendar, the sponsors and the volunteers, for two communities that met every month and expected the day to work.

TiE Karachi

Six-year residency · flagship series, TiECon

HOST & SECRETARIAT

LearnFest

Four editions, incl. the 2020 digital rebuild

CURATOR & PRODUCER

Most people are not bad at *speaking*. They are *unheard*.

No lecturing from the front. The work is done alongside you — on your actual deck, your actual keynote, your actual town hall — so you leave having done the thing rather than having heard about it, with something to put to work on Monday.

Executive communications coaching

COACHING

One to one, for leaders and founders · 4–6 sessions

Presentation skills

WORKSHOP

Teams and cohorts · 1–2 days · 8–20 people

Business writing

WORKSHOP

Corporate teams · 1 day, in house

Emcee & hosting masterclass

MASTERCLASS

In-house hosts and event teams · 1–2 days

Event management

WORKSHOP

Teams who run their own events · 1–2 days

Leadership, culture & team effectiveness

FACILITATED

Leadership groups · half day to offsite

TEACHING

Alongside the corporate work: teaching — communication, presentation skills and event management — to students and young professionals stepping into the same halls. Available for guest lectures, semester modules, workshops and university-level masterclasses.

CREDENTIALS

MBA in Marketing, Institute of Business Management (IoBM) ♦ Certified in MBTI personality assessments ♦ Business Writing with Talent Experts International ♦ Chief Operating Officer, Torque Corp ♦ 15 years in Learning & Development



Hosted, moderated & facilitated for



BROADCAST NETWORKS & PLATFORMS

Geo TV ♦ PTV ♦ Green Entertainment ♦ Express Entertainment ♦ A-Plus Entertainment ♦ Aur Life ♦ Aan TV ♦ Begin

SHOWS

Pakistan Idol ♦ Celebrating Sweet Success ♦ Here's to the Crazy Ones ♦ How I Got Here ♦ Hold That Thought

ORGANISATIONS

IoBM ♦ IoBM Alumni Association ♦ TiE Karachi ♦ Torque Corp ♦ CBRE ♦ MayaTax ♦ FPCCI ♦ Advertyze ♦ AD Networks ♦ Trainers Resource Group ♦ Iqra University ♦ Talent Experts ♦ The Nest i/o

IN THEIR WORDS

"You were the highlight of the MayaTax event at Innovista last week. Your presence and energy was magnetic."

SALMAN FAYSAL · MAYATAX

"Our first interaction, and it was amazing to see you conduct the panel discussion effortlessly."

KASHIF WAHEED · PEGASUS CONSULTING

LEADERSHIP CULTURE GROWTH

TOGETHER WE TURN
POTENTIAL INTO IMPACT

LET'S TALK ABOUT WHAT YOU HAVE GOT

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KARACHI, PAKISTAN · AVAILABLE NATIONWIDE, IN THE UAE, AND INTERNATIONALLY