

## Middle East

Candidate: Zeeba Askar



Nomination Packet, PCR, Middle East

### Statement of Qualifications and Intention

I am pleased to submit my candidacy for the President's Council Representative role at the CFA Institute. As a CFA Charterholder and long-standing volunteer with CFA Society Bahrain, I am committed to supporting the continued development of the global CFA community and strengthening collaboration between member societies and the Institute.

I have been actively engaged with CFA Society Bahrain since 2013, serving in several volunteer and leadership roles, including as a member of the Board of Directors and most recently as President during the previous board term. These experiences have given me a strong appreciation of the role that societies play in advancing professional standards, strengthening member engagement, and promoting the values of the CFA designation across our markets. Through my involvement with the Society, I have also had the opportunity to engage with several Middle East societies, building constructive relationships and fostering collaboration across the region.

Professionally, I bring over two decades of experience across banking, investment, and strategic development. I currently serve as Chief Executive Officer of the Bahrain Association of Banks, where I work closely with financial institutions, regulators, and industry stakeholders to support the development of Bahrain's financial sector and enhance its global competitiveness.

Through the PCR role, I aspire to contribute to strengthening the exchange of perspectives between societies and the CFA Institute, ensuring that the experiences and priorities of member societies are effectively represented.



I would be honoured to serve in this capacity and to contribute to the continued advancement of the CFA community worldwide.

### Vision for PCR Term

The CFA designation represents one of the most respected global standards in the investment profession.

As the financial industry continues to evolve, it is essential that the CFA community remains closely connected, responsive to regional and global developments, and committed to the highest standards of professionalism and ethics.

If elected as the President's Council Representative (PCR), I will seek to strengthen collaboration among Middle East societies while ensuring that regional perspectives are reflected constructively within the broader global dialogue of the CFA Institute.

My vision is built on three strategic priorities:

#### **1. Structured Regional Cooperation**

I will support the development of a structured regional engagement platform that facilitates regular dialogue and collaboration among Middle East societies. This will help strengthen the exchange of best practices across the region. By enabling the sharing and replication of successful initiatives, we can maximise the impact of our collective volunteer and institutional resources.

#### **2. Strengthening the Volunteer Ecosystem**

The long-term success of our societies depends on building and sustaining a strong volunteer base. I will support initiatives that expand volunteer participation, develop future leaders, and encourage structured succession planning to ensure continuity, institutional knowledge, and the long-term sustainability of our societies.

#### **3. Effective Advocacy and Alignment**

The PCR serves as an important conduit between member societies and the CFA Institute. I seek to ensure that the perspectives of Middle East societies are clearly represented while supporting transparent, two-way communication that aligns regional initiatives with the Institute's broader mission.

Through these priorities, I aim to support a collaborative regional ecosystem that strengthens both society engagement and the broader mission of the CFA Institute. By encouraging dialogue, alignment, and knowledge exchange among societies, we can continue to advance the integrity, professionalism, and global impact of the investment profession.



### Letter of Reference

To Whom It May Concern,

I am pleased to provide this reference letter in support of Ms. Zeeba Majeed Askar, CFA, in connection with her nomination for the role of Presidents Council Representative (PCR).

I served alongside Zeeba on the Board of the Bahrain Association of Banks in its previous term, where I came to know her as a collaborative leader who brings sound judgment to board discussions and maintains a clear focus on the broader interests of the sector.

Zeeba now serves as the Chief Executive Officer of the Bahrain Association of Banks. In this role, she works closely with member institutions, regulators, and industry stakeholders to facilitate dialogue and cooperation across the financial sector. The nature of this work, bringing together diverse institutions, supporting collective initiatives, and maintaining effective communication among stakeholders, reflects many of the qualities required of a President Council Representative.

Zeeba has also been a long-serving member of the Board of Directors of the CFA Society Bahrain and, most recently, its President. Through this role, she has demonstrated a strong commitment to volunteer leadership and to advancing the development of the investment profession through the Society's activities.

Based on my experience working with her, I believe Zeeba would bring sound judgment, professionalism, and a collaborative approach to the role. I am pleased to support her nomination and wish her every success.

Yours sincerely,

Ali Moosa

### Nominator

Nomination submitted by William Tohme, CFA, President, CFA Society Emirates