

Standing first class first in Bombay University, Syeda Imam nee Bilgrami was appointed Fellow of English Literature at the then ivy league Elphinstone College, Bombay, where she taught her subject. To pursue writing as a career she joined Advertising and retired as Executive Creative Director of India's largest advertising agency, J.Walter Thompson, directing campaigns in all countries of South Asia. Indeed, she helped them build their second agency, Contract Advertising, one of the country's most awarded agency in her time. She has worked at two London agencies. Mccann Erickson and Wasey,Campbell, Ewald. Mrs. Imam has been juror on many international Creative Awards and herself won many. Including the Super Achiever Award by the Change Management Institute, Pune.Government of India then persuaded Syeda to join the Ministry as Member of National Commission for Minorities and thereafter for another 3 years the Ministry of External Affairs as Member,Haj Committee of India. Syeda Imam has remained a Communications Consultant given her unusually varied experience. As author and editor, her books are '*The Untold Charminar*' for Penguin, '*The Making of Advertising*' for Macmillans, '*Epiphany*' and '*The Positive Side*' for Roli Books, for whom she is now about to publish a book of Monographs. Syeda Imam is Director on the Board of \* World Health Partners \*Bharti Foundation \*Sasakawa India Leprosy Foundation \*the Indian School, \*The Foundation School. \*Centre for Dialogue & Reconciliation, Asia \* She is Member of \* The Women's Empowerment Committee, CII (Confederation of Indian Industry). \*Advisory Board of TALF (The Asian Lenses Forum) at NIIT University,Neemrana \* Founder Director of RUMI Foundation and Consulting Editor for Hu The Sufi Way

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