

ALI SHAYAN HAIDER

Founder & Chairman, ASH Group

PRESS KIT

Biography

Ali Shayan Haider Warraich is an entrepreneur and business builder from Pakistan, and Founder & Chairman of ASH Group.

He began in digital marketing and performance marketing, a field that does not allow ambiguity about results. In mid-2025 he founded ASH Digital Agency, a digital marketing and growth company he runs as Managing Director, covering performance marketing, SEO, branding, web development and production.

At the start of 2026 he became a partner in Molten Ice Cream and Cafe, a consumer and F&B brand now open in Gujranwala and Sargodha, with a location building in Rawalpindi / Islamabad and Lahore planned next.

Both companies sit under ASH Group, the holding structure he founded and chairs. The through-line across the group is operating discipline rather than industry: decide quickly, measure honestly, stay close to the customer.



Structure

ASH Group

Founder & Chairman · Holding company

Holds two operating companies across two unrelated industries: digital marketing and consumer / F&B.

ASH Digital Agency

Managing Director · Since 2025 · Part of ASH Group

Performance marketing, SEO, branding, web development, social media and production. Based in Rawalpindi and Islamabad. ashdigitalagency.com

Molten Ice Cream and Cafe

Partner · Since 2026 · Part of ASH Group

Ice cream and cafe brand. Open in Gujranwala and Sargodha; building in Rawalpindi / Islamabad; Lahore planned next.

Speaking topics

- Building a group structure from a single founding company
- Performance marketing as a business education
- Moving from services into consumer brands
- Operating across unrelated industries
- Partnership as a structure for building

Usage notes

Use “Ali Shayan Haider” on first reference, and “Ali Shayan Haider Warraich” where a full legal name is required. He is Founder & Chairman of ASH Group, Managing Director of ASH Digital Agency, and a partner in Molten Ice Cream and Cafe — please keep these three roles distinct rather than collapsing them into one title. For additional photographs, a longer biography or interview requests, use the contact details below.

CONTACT

alishayanhaider8272@gmail.com

+92 322 5117744

alishayanhaider.com

linkedin.com/in/ali-shayan-haider-warraich-67606b278