



Romana Abdullah is the Co-founder and CEO of Hopscotch, a rapidly growing kidswear brand that she started in 2014. She serves on the Boards of Systems Limited and Karandaz and was selected as a Young Global Leader by the World Economic Forum in 2016.

Before becoming an entrepreneur, Romana was part of the management teams of MCB Bank and Soneri Bank respectively, leading their strategy functions. Prior to that, Romana worked at The Boston Consulting Group and Merrill Lynch Investment Banking in New York where she focused on strategic, financial and operational assignments for Fortune 500 financial services and consumer clients.

Romana has a BSc in Financial Engineering from Princeton University and an MBA from the Harvard Business School. She is based in Lahore, Pakistan.