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# ASIF SADIQ

LONDON  
SPEAKER  
BUREAU

- **Senior Vice President at Warner Media for Equity & Inclusion International**
  - **Former Global Head of Diversity & Inclusion at Adidas**
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In July 2021, Asif Sadiq was appointed as Senior Vice President at Warner Media for Equity & Inclusion International, where he looks after some of the world's most iconic brands such as Warner Bros, CNN, Cartoon Network and HBO Max to name a few. Asif was previously Global Head of Diversity & Inclusion at adidas, prior to which he was the Head of Diversity, Inclusion & Belonging for The Telegraph Media Group. He was previously the Head of Diversity and Inclusiveness for EY Financial Services and the Head of the Equality, Diversity and Human Rights Unit for the City of London Police. He is a Multi-Award Winning Diversity and Inclusion expert with over 15 years experience and a proven track record in achieving operational and strategic targets, managing quality, performance, risk and change.

## Topics

- Leadership
- Management

He is a passionate and inspirational Global Leader, co author and a renowned keynote speaker with the ability to empower individuals and create a truly inclusive environment for all. Asif has been key in implementing D&I activities and programmes as well as connecting with stakeholders at all levels of organisations to build strong and influential relationships with influencers. Asif acts as a role model, providing governance across businesses on D&I and is committed to creating a strong sense of belonging for all.

Asif Sadiq has received a number of accolades for his work that include the Mosaic (Prince's Trust) Award for mentoring, Police Officer of the Year Award, the Civil Servant of the Year Award, the prestigious Asian Professional Award and the highly commended Head of Diversity Award at the European Diversity Awards. Asif was honoured in 2017 in the Queen's birthday honours list with an MBE for his services to Policing and the Communities and is a member of the HR Guild, The Worshipful Company of Security Professionals and is a Freeman of the City.

He is currently a leadership fellow at St George's House at Windsor Castle, a Judge for numerous Awards including the CIPD Awards, BIMA Awards, Personnel Today Awards and the Lord Mayor's Dragon Awards, an Ambassador for Remembering Srebrenica, Member of the APPG (All Party Parliamentary Group) on Hate Crime, Special Advisory to the charity Penny Appeal, a trainer for the OSCE Office for Democratic Institutions and Human Rights and a Special Sergeant with the City of London Police