

**Spotlight on...**

**NADIR SULTAN**

**Social Value Specialist**

**GM Business Growth Hub (GM BGH)**





# My heritage

- I was born and raised in Manchester, UK.
- My mother was born and raised in Manchester and my father was born and raised in Karachi, Pakistan.
- My father moved to England in 1994 to work as a Retail Store Manager for his brother-in-law's business. He still has the same job today as he did all them years ago!
- He met and married my mother in 1994 and I was born in 1995!



# My career journey

- In 2018, I graduated from the University of Manchester with a Masters Degree (MSc) in Advanced Chemical Engineering.
- In the same year, I obtained a place on the Project Management Graduate Scheme programme at Broadridge Financial Solutions in London. I enjoyed this role for two years before returning back to Manchester.
- In 2020, I became an Account Manager at the Social Value Portal. This is where my passion for Social Value really kick-started!





# My role in a nutshell...

My job is to ensure that GM businesses are playing their part in uplifting the community through the work they do!

All GM Local Authorities (and GMCA) have Social Value at the heart of their corporate strategies, and it's up to us in our social value roles to ensure businesses understand this and comply.

I thoroughly enjoy working with our client base and helping them to cater to the needs of GM based communities, and helping them along their journey to measuring and reporting this social impact!

# Why social value?

One of my key passions is to address inequalities that exist in society and social value plays a key part in this.

My ambition has always been to create a more harmonious society/world, and to do more to help people who need it most, hence why I shifted from a career in Engineering to something more people focused.

As someone who has come from a low income household, I understand the struggles people face with the ongoing difficult circumstances the world is currently facing.





# The best things about my heritage...

The best thing about my heritage is the food!

I love eating and the flavours/spices in Pakistani food is second to none (in my opinion)!

I love trying out new dishes and there are so many to love but my favourite has to be Butter Chicken!

In an ideal world I would eat this 3 or 4 days a week with naan or rice (and maybe a side of chicken wings or lamb chops!).

# ...and the worst...

Maybe it's because I'm an unmarried male, but the worst thing about our culture has to be the **matchmaking!**

You can't attend a gathering without rumours flying around or comments about appearance/lifestyle, or someone trying to get you married off.

They will tell you it comes out of 'care', but ask any person of Pakistani heritage and we'll tell you we are all smart enough to know it's more for their own entertainment!





# Does my Heritage define me...

I proudly recognise myself as **British Pakistani** which means I have characteristics that span both cultures.

I understand that no two people are the same and everyone has unique characteristics which shape who they are.

So in short, NO my Heritage does not define me but shapes who I am. Some will say I'm a reserved/old-school British, others will say I'm an outgoing/modern Pakistani, but it doesn't matter to me! I'm ME – Nadir 😊