

Saad Mohseni

Director of MOBY Group



Mohseni was born on 23 April 1966 in London, United Kingdom, where his father, Yassin Mohseni, was serving as an Afghan diplomat. Yassin Mohseni served in Kabul, Washington, DC, London, Islamabad, and Tokyo during his 25-year career.

After the Soviet invasion of Afghanistan, Yassin Mohseni, then serving in Tokyo, resigned from the diplomatic corps and sought asylum. The family relocated to Australia in 1982.

Mohseni began his banking career as an apprentice at an Australian funds management entity, and later became a commodities and derivatives trader in Melbourne, Sydney, and London, culminating in the management of a trading desk of an Australian investment bank.

After the removal of the Taliban government in late 2001, Mohseni returned to Afghanistan to participate in the country's reconstruction and launch MOBY Group. He entered the media arena in 2003 by establishing Arman FM, the country's first privately owned radio station. Arman played Western and Afghan pop music, which was groundbreaking after years of Taliban rule, in which all music, television, and independent news had been banned. In 2004, MOBY Group launched TOLO TV, which airs international soap operas, The Voice Afghanistan, Afghan Star, and locally produced dramas. In addition to TOLO TV, MOBY also owns TOLO News and Lemar TV, a Pashto-language channel. MOBY channels are viewed by over 60 percent of Afghans.

In 2009, MOBY launched Farsi1, a general-entertainment satellite channel targeting Persian speakers in the Middle East and West Asia. In 2014, MOBY launched LANA TV in Iraq, the first satellite channel to dub shows into the local Iraqi dialect. Mohseni played an important role to promote democracy values in Afghanistan through its radio and TV channels.