

MD.SHAFAAT ALI CHOYON MCIM

Member of The Chartered Institute of Marketing (UK)

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Career Summary

As a seasoned business leader with over 8+ years of experience in team management, I have consistently driven business growth for companies of varying sizes and industries. My expertise lies in brand building, creating compelling stories around brands that result in tangible business outcomes.

Over the past 14 years, I have gained extensive exposure to international and local brands across diverse sectors such as Device Manufacturing, FMCG, Telco, Online Classifieds, Restaurants, Healthcare, Broadcasting, Automobile, Financial Services, Real Estate, Skincare, Logistics, Aviation, Shipping, Education, and more. I have successfully worked with over 30 brands, bringing my strategic insights and innovative approaches to drive their success.

Passion and hunger for continuous learning are the driving forces behind my work. I thrive in challenging situations where the odds may not always be favorable, but I embrace the challenge and strive for excellence. My wealth of experience and expertise makes me a valuable resource for driving business growth and building strong brands.

Employment History

Total Year of Experience: 14+

Current Employment

Job Title: Head of Marketing & Corporate Sales (B2C channel head, leading 28-people team)

Employer : Praava Health
Company Location : Dhaka Office
Department : Marketing
Duration : 1 Jun '21 – Continuing

Job Responsibilities:

1. Set the right growth goals and translate them to the different departments (BI, Product Marketing, Corporate Sales, Digital, Content Strategy, Design, PR, and Event/Activations)
2. Creating an effective marketing plan by tracking progress, always viewing the activities in a bigger picture, and ensuring continual improvement utilizing complex data.
3. Discover and prioritize strategic growth opportunities.
4. Enabling digital transformations.
5. Create a strong brand and continue to work on enhancing brand acceptance.

Important Projects Accomplished at Praava Health:

1. Successfully drove and brought 83% of Praava's business since joining, demonstrating a remarkable impact on the organization's growth trajectory.
2. From June 2021 to May 2023, my channel had an average growth of 30% for B2C core business. Last 12 months alone, we had grown the business by 71% when we had to steer back to core healthcare services from covid times.
3. Established efficient functions for driving growth, including Corporate Sales, Digital Sales, Product Marketing, Business Intelligence (BI), Public Relations (PR), Content, and Design, optimizing operations and maximizing revenue generation.
4. Launched a Beauty and Wellness center targeting Dermatology, Dentistry, Nutrition, Acupuncture, and Psychology departments, resulting in a significant growth of 68% compared to 2021 till December 1st of 2022, showcasing exceptional strategic planning and execution skills.

5. Introduced a DIY (Do it yourself) category, including a portfolio of products, plans, and packages, aimed at increasing lab revenue, resulting in an impressive 44% growth in the plans and package category by December 2022, compared to 2021 and this year till June 15th in this category we have already done 83% of the year 2022's business.
6. Implemented a discount and margin policy for the B2C channel, ensuring profitability while making quick decisions, showcasing astute financial acumen and strategic decision-making abilities.
7. Achieved a YoY growth of 3.1 times in non-Covid business for the corporate channel from 2021 to 2022, demonstrating a strong ability to adapt to changing market conditions and drive business success.
8. Successfully retained and grew overall B2C channel non-Covid business by 24% by December 2022, compared to 2021, highlighting a customer-centric approach and effective business strategies.
9. Resiliently brought the business to similar levels within three months of a temporary suspension for a month, and achieved the highest business in January 2022 since inception, showcasing exceptional crisis management and leadership skills.
10. Received the Silver award in the print category at Commward'22 for the mental health awareness campaign (only healthcare), demonstrating creative excellence and industry recognition.
11. Successfully made Praava Health a GCC-approved healthcare center, establishing the organization as a trusted and credible healthcare provider in the region.
12. Launched the Ghore lab initiative, aimed at making lab facilities readily accessible and affordable, showcasing a commitment to innovation and addressing customer needs in the healthcare industry.

Previous Employment/s- 01

Job Title : *Senior Manager (Employer & Member Affairs Team Lead)*
Employer : *Association of Chartered Certified Accountants (ACCA)*
Company Location : *Dhaka Branch Office*
Department : *Business Development*
Duration : *1 Jan '19 – 31 May '21*

Job Responsibilities:

1. *Sustainable country business ecosystem development (strategize & implementation)*
2. *Enhance the brand value in the local market (Coordinating with marketing team)*
3. *Stakeholder management (Govt, Employer, members)*
4. *Assist the learning and education team to achieve the goal.*
5. *Assist & Coordinate with regional team & CHQ*

Important Projects Accomplished at ACCA:

1. Achieved 100% of all target in 2020-21 [New Member Conversion, 378→435 (+15.1%), Member Retention, 98.2% and Affiliate Retention, 78.9%→81.7 % (+2.4%)]
2. Planned while coordinating with the Research and Development department of ACCA, situated in the UK, and executed the most significant round table (F2F) event done by ACCA Bangladesh, Business Partner of the Future, partnered with pwc and Daily Star where veterans from the field of finance and accounting met and discussed the future of finance function and what sort of transformation they should go through. The media, on a full scale, covered the event. (<https://www.thedailystar.net/round-tables/news/the-business-partner-the-future-1835545>)
3. Planned and executed the ACCA Bangladesh arranged biggest Post Budget - 2020 round table (Digital), Partnering with Kaler Kantho (One of the top three national daily newspapers) where 18 veterans from different sectors participated and discussed the impact of the initiatives mentioned on the declared budget in this critical time of Covid-19 impacted economy. (<https://bit.ly/2DejNcw>)

Previous Employment/s- 02

Job Title : *Manager Product Planning (Awarded Q3'18 Business performer-IM Division)*
Employer : *Samsung India Electronics Ltd*
Company Location : *Dhaka Branch Office*
Department : *Product Marketing*
Duration : *24 Sept '17 – 31 Dec '18*

Job Responsibilities:

1. Portfolio, Analysis and Planning expert (Flagship, Mid-High SP)
 - *Market & Competition analysis for Bangladesh market*

- Derive to actionable insights from market research for developing effective pricing and positioning
 - Planning sessions organized with Internal & Distributor teams monthly for MT planning regarding product volumes, allocations, ramp-ups, transition plans, take actions to liaise with LM/HQ
 - Localize product KSP for each new Flagship, Mid-High SD product along with it check agreed USP is used across all touchpoints in all marketing/retail/digital assets and communications
 - Prepare Monthly/Quarterly campaign planning
2. Ensuring Product Readiness
- Ensure readiness of new products; Local / Operator / App testing support/ Coordinate with the TS team
 - New Model GTM planning & managing for all models
3. Retail audit
- Collect periodical retail data from source and manage report/data
 - Manage & guide suggested price
4. Explore & Establish alternative sales channel
- e-com platform penetration strategy development, defining KPI, and overseeing overall performance (ND)
 - Aligning top-performing e-com platforms for enlarging digital sales channel penetration

Important Projects Accomplished at Samsung:

1. Defined sales strategy and launched two entry segment device model J2'4 G & J2 core (Sales ~ 2.6K pcs/day)
2. Defined and executed by far the most aggressive sales and partnership strategy for Bangladesh branch launching Samsung's most premium flagship model Note9 (Gr: 1.54 Times 17-> 18 launches, Growth rate is acknowledged No1 globally)
3. A defined online business strategy, launched ND e-com platform, strengthen partnership with country big players, and launched online specific campaigns
4. Launched market differentiated campaign (My Galaxy based-CLP, Exchange, Water damage)
5. Partnered and launched joint bkash cashback campaign

Previous Employment/s- 03

Job Title : **Brand and Communications Manager (Brand & Vehicle category lead)**
Employer : *ekhanei.com (SnT Bangladesh)*
Company Location : *Dhaka*
Department : *Marketing*
Duration : *05 Oct '16 – 18 Sept '17*

Important Projects Accomplished at ekhanei.com:

1. Created and led vehicle category team
2. Created and owned successful category property targeting 2nd hand bike sellers and buyers, ekhanei bike bazaar –initiative was first in Bangladesh
3. Established ekhanei.com's trade presence
4. Planned and executed customized brand plan for ekhanei.com based on the business strategy.

Previous Employment/s-04

Job Title : **Marketing Manager (Marketing Lead)**
Employer : *SureCash (ProgotiSystemers Ltd)*
Company Location : *Dhaka*
Department : *Marketing*
Duration : *15 Jun '15 – 04 Oct '1*

Important Projects Accomplished at SureCash:

1. **Banking Fair 2015 – Award of Excellence was won creating positive client experience on the fair**
2. SureCash Brand and Digital AOP - 2016
3. SureCash Brand Book development
4. SureCash Website revamp
5. Successful establishment of social media page for SureCash and established the brand page as another customer interaction medium
6. SureCash Stipend Disbursement (PESP- country's biggest digital payment activity) G2P campaign (Trade, Strategic branding, lead campaign coordination team and PR coverage)
7. E-Commerce fair UK – SureCash Brand participation

Previous Employment/s- 05

Job Title : *Senior Executive – Strategic Planning (ATL & Digital)*
Employer : *Asiatic (Bangladesh JWT)*
Company Location : *Dhaka*
Department : *Strategic planning*
Duration: : *15 Dec '13 – 31 May '15*

Important Projects Accomplished at AsiaticJWT and Asiatic Digital:

Established Asiatics' Digital agency business and generated 10 Mln taka/Month revenue by 7 months

1. Lux Channel I superstar 2014 – Project supervisor, Lux Chanel 5 launch
2. Sisimpur Creative strategy building for 2014
3. Airtel 3G launch campaign
4. Cellbazar to Ekhanei.com transformation plan
5. AOP development for PepsiCo including digital- 2014 and 2015

Previous Employment/s- 06

Job Title : *Account Executive*
Employer : *Grey Advertising (Grey Dhaka)*
Company Location : *Dhaka*
Department : *Client Service*
Duration : *01 Oct '11 – 07 May '13*

Important Projects Accomplished at Grey:

Generated and retained 3.5 M taka revenue/month for consecutive 1 years and launched over 25 brand campaigns.

Previous Employment/s- 07

Job Title : *Customer Manager*
Employer : *Grameenphone Ltd (Telenor BD)*
Company Location : *Dhaka*
Department : *Customer Service*
Duration : *09 May '09 – 05 Oct '11*

Important Projects Accomplished at GP:

1. Awarded Best Proactive Team 2010 (Team Sindbad)
2. Nominated for best employee of the month for three times

Academic Qualification

| Degree | Major | Institute | Passing Year |
|--------|-----------------------|--|--------------|
| MBA | Operations Management | American International University Bangladesh | 2012 |
| BBA | Marketing | American International University Bangladesh | 2010 |
| HSC | Science | Dhaka Model College | 2005 |
| SSC | Science | Govt. Laboratory High School | 2003 |

Professional Training

| Training title | Institution | Training period |
|---|--------------------|-----------------|
| Online Marketing for Business | AsiaticJWT and GNR | 1 day |
| Introduction and implementation of JWT strategic tools | AsiaticJWT | 1 Day |
| Introduction to Media planning and buying | Mindshare | 1 Day |
| Google AdWords Essential Training | LinkedIn | 1 Day |
| Advanced Facebook Advertising | LinkedIn | 1 Day |
| Mobile Marketing Fundamentals | LinkedIn | 1 Day |
| Business Collaboration in the Modern Workplace | LinkedIn | 2 Hours |
| RPA, AI, and Cognitive Tech for Leaders | LinkedIn | 2 Hours |
| Digital Transformation | LinkedIn | 3 Hours |
| Strategic Agility | LinkedIn | 1 Hour |
| JWT Digital Essentials Training Certificate | JWT | 1 Day |
| Art Of War (Advertising strategy workshop - achieved 2 nd place) | Asiatic360 | 3 days |

Overseas Training

1. Completed 4 days' brand strategy and category management training from Vietnam (Facilitator: cho tot sister concern while working for ekhanei.com)
2. Completed 7 days' of training on product planning from India at RHQ Samsung.
3. Completed 3 days' workshop on regional market development strategy and way forward from Dubai at ACCA UAE office.