

Curriculum Vitae
Of
M. WAZIRUL ALAM



SUMMARY:

After completing my BA (Honours) in Economics and then MBA, majoring in Marketing, I have worked for multinational and local companies for over 41 years.. Having gone to a military school at an early age, I have had the advantage of learning and practicing leadership skills and thus I have been able to integrate leadership skills with professional marketing discipline thus contributing effectively to the results of all organizations that I have worked for.

I started my career with Bangladesh Tobacco Company (Now BATB) in May 1977 and got onto the fast track being confirmed as an Area Manager and given the challenge of setting up an independent marketing area in the North of Bangladesh. After two years of successful operation of the Bogra Area, I was given the responsibility of setting up the Marketing Research Department. Did that very successfully and built up my successor before moving out to be trained in Brand Management at the BAT World Head Quarters in the U.K. I was the first Bangladeshi to be seconded to the World Head Quarters in 1990. I left BAT in end 1995 and worked as a marketing consultant to Kohinoor Chemical Industries and Olympic Industries. Thereafter worked for Abul Khair Group as Country Manager, Country Head for American Express, Executive Director for Akij Group and currently Chief Executive Officer , Saimon Group.

In all my responsibilities in different companies, I have extensively used Marketing Research as an effective tool for decision making.

I am a team player, good in interpersonal skills and I lead by example.

PROFESSIONAL EXPERIENCE:

Current:2006 to date. Chief Executive Officer of Saimon Overseas Ltd, Travel Partner of American Express Global Business Travel in Bangladesh. In this role, I am responsible for the profitability of the company through smooth operations organizations like the World Bank, IFC, US Embassy, USAID, Microsoft, ADB, ICDDR,B, British High Commission, British Council, UNDP, UNICEF and others in the UN system. Nokia, CISCO etc

August 2005 to December 2005

Worked as Executive Director - Akij Food and Beverage Limited and Advisor to Akij Group. This is one of the largest business conglomerates of the country engaged in the manufacture of tobacco, cement, jute, leather, textiles, food & Beverage, Particle board and Safety matches, etc.

Successfully made the factory operational and launched the beverages **MOJO**, **LEMU** and **SPEED** which became brands to be reckoned with.

December 2003 to July 2005

Worked as Country Manager - Bangladesh for American Express,.

As the country head, I reported to the Regional Director in Pakistan. The key responsibilities during this period have been to lead a team of dedicated professionals in growing the “Travel Related Services (TRS)” of America Express in Bangladesh. This included direct responsibility of Travel business, Foreign Exchange business and I had host manager’s responsibility for Traveler’s Cheques & Cards business.

In recognition of the good work, I got the highest performance rating both in shareholders goals and leadership(G1L1) in the annual appraisal of 2005. Thereafter American Express decided to close its proprietary business in Bangladesh.

October 2000 to November 2003**Country Manager, Marketing, Abul Khair Group**

Responsible for the total marketing operations of the company leading a team of five professional marketing managers. Being a local company, the job entailed putting into place systems and procedures in conducting and developing the business.

Direct responsibilities were to establish the concept of Brand Management, Use Marketing Research tools in product development, measure advertising effectiveness. I successfully launched the Starship line of beverages and then Shah Cement.

September 1996 to September 2000:

Provided leadership to two U.S. Companies in Bangladesh.

a. Executive Vice President, Quality Institute of America Inc., Bangladesh (A Consulting Company)

Was responsible for ISO 9000 Quality Management System Development Consultancy business in Bangladesh. During this period, QIA became the largest Quality Management Consulting house in Bangladesh. QIA, is a company with its head quarters in Houston, Texas, USA.

b. Country Director, Tetrahedron, Inc., Bangladesh (A Consulting Company)

Led the operations of the company in environmental and petroleum related business in Bangladesh. The head office is located at Baltimore, Maryland, USA

October 1995 to August 1996:**Marketing Director: Tetrahedron Inc., Baltimore, USA**

Responsible for setting up the Marketing function in the company with special emphasis on Enhancing Company image in a consistent manner and Marketing the Company’s Consultancy services in Environment Management.

July 1993 to September 1995:

British American Tobacco Company Limited, Bangladesh

Brand Group Business Manager:

Responsible for the brand group of manufactured cigarettes and pipe tobacco. The job entailed leading a group of professional Brand Managers and Sponsorship Manager.

July 1992 to June 1993

Manager, Marketing, British American Tobacco Company Ltd. Finland:

Responsible for the existing brands, rationalizing the brand portfolio and launch of a new brand (PallMall) in Finland.

July 1990 to July 1992:

British American Tobacco Company Limited, United Kingdom

International Brand Executive: Became the first ever Bangladesh national to be seconded to BAT's World Head Quarters in the United Kingdom. Was responsible for two worldwide cigarette brands, State Express 555 and John Player Special.

May 1977 to June 1990:

British American Tobacco Company Limited, Bangladesh

Management Trainee to Marketing Operations Manager. Joined the company as a Management Trainee in sales but after a year got confirmed two steps higher in the Managerial grade and became the youngest Area Manager with the responsibility to set up a new sales area in the northern part of the country. Except for a two-year period, I essentially looked after the sales and marketing function. The two years were spent in setting up and consolidating the Marketing Research department. I was the first Marketing Research Manager of the company and laid the foundations of the function which now ranks as one of the better market research departments within the BAT group.

TRAINING:

1979 - Attended a two-week training on "Multi Divisional Marketing Program" in Calcutta, India organized by India Tobacco Company.

1980 - Completed a three-week training titled "Management Development Program" in Chittagong, Bangladesh organized by BAT, Bangladesh.

1981 - Successfully completed a three-week training program on "Brand Development" in Northampton, United Kingdom organized by British American Tobacco Company, World Head Quarters, U.K.

1982 - Attended a two-day program on "Finance for Non Finance Managers" held in Bangalore, India. This was organized by the Indian Institute of Management, Bangalore, India.

1984 - Attended a three-week course on "Marketing Research" in Dorking, England organized by British American Tobacco Company, U.K.

1991 - Attended a three-week training on senior level Marketing Manager's Program at Chewton Glen, England. This was a BAT, U.K. organized program.

1992 - Attended a weeklong program on 'Quality Through People' in England. This was organized by BAT, Head Quarters, U.K.

1993 - Attended a two-week seminar on “Product Knowledge” organized by British American Tobacco Company in Bangalore, India.

2004 - Attended a workshop on “Situational Leadership” organized by American Express.

2004 - Attended a “Team Building” workshop organized by American Express.

2004 - Attended several training programmes on ‘Anti Money Laundering’ and ‘Compliance’ organized by American Express.

In addition to the above, I have completed a number of two, three day courses on “Forecasting” “Interpersonal Communicational Skills”, “Field Sales Management”, “Planned Disciplined Selling”, “Complaint Handling” etc.

EDUCATIONAL BACKGROUND:

MBA	Marketing	May 1975 - April 1977	IBA, Dhaka University, Bangladesh (Affiliated to Indiana University, Bloomington USA)
BA	Honours, Economics	January 1973 - April 1975	University of Dhaka, Bangladesh
BA	Pass Course	October 1969 - September 1972	University of Karachi, Pakistan
HSC	Science	September 1967 - October 1969	P.A.F College, Sargodha, Pakistan
SSC	Science	September 1964 - August 1967	P.A.F. Public School, Sargodha, Pakistan

PERSONAL INFORMATION:

Father’s Name	:	Late A. I. Md. Shamsul Alam
Date of Birth	:	January 01, 1952
Immigration Status	:	Permanent Resident in the U.S.A. since 1993. Gave it up after 20 years.
Permanent Address	:	House # 18, Road # 18, Block A, Banani Dhaka 1213, Bangladesh
Mailing Address	:	House 45, Road 07, Block G, Banani, Dhaka. Apt. 1-A
Telephone	:	880-2-989 4152, 988 2770
Cell Phone	:	880-189-222507
Fax	:	880-2-988 2770
E-mail	:	wazir@saimongroup.com