

Ahmed Shoyeb Iqbal

Chief Operating Officer (COO)

Gemcon Group (Marketing &PR) | Meena Bazar | Meena Sweets | Dhaka Tribune |

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Work Experience

Meena Bazar

Chief Operation Officer (COO)- April 2021 – July 2024

- ✓ Setting the overall strategic expansion plan for the country and secure its execution.
- ✓ Responsible for overall profitability, secure investment from partners and financial institutions, and other goals.
- ✓ Align market negotiation, portfolio management, investment, and procurement strategies within the expansion region.
- ✓ Coordinate across Operations, Procurement, Project, Finance, Marketing among various other teams to scope, define, prioritize, and roll out playbooks for every phase of a market's growth.
- ✓ Define our expansion roadmap as guidance to how we operate, effective in the short-term and scalable over the long-term in potential market.
- ✓ Lead the brand internally with team members, and externally with PR and events to make impact-driven decisions to optimize towards growth targets and operational efficiency.
- ✓ Articulate and maintain external stakeholders mainly government bodies to ensure adherence to all legal standards, internal policies, and procedures.

Meena Sweets & Confectioneries Limited

Chief Operation Officer (COO)- April 2021 – July 2024

- ✓ Lead Meena Sweets full team to design and implement business strategies, plans and procedures
- ✓ Manage and direct the organization to achieve optimum profitability and effective use of business assets and human resources.
- ✓ Prepare and oversee the preparation of consolidated budgets, required reports and forecasts, and present them or recommend their adoption to the Board.
- ✓ Set comprehensive goals for performance and growth
- ✓ Lead employees to encourage maximum performance and dedication
- ✓ Organize resources, systems and the drive for realizing the Vision & Mission.
- ✓ Achieve sustained profitable growth of the Company and Organizational Excellence
- ✓ Direct management in crisis, resolve conflicts and key decision making issues
- ✓ Foster a culture that encourages ethical practices, individual integrity and customer centric services.

Marketing & Public Relations

- ✓ Lead the marketing, communications, and public relations team, at the strategic and tactical levels, in coordination with Group & its SBU's
- ✓ Direct the development and implementation of related strategies and activities in the areas of marketing, communications and public relations both external and internal including the management of all digital platforms.
- ✓ Precede management of sponsors, engagement of media channels, branding of Khulna Titans and relevant stakeholder management for events like BPL.
- ✓ Oversee development and implementation of the Group brand and visual identity across the organisation's areas of work.
- ✓ Develop short- and long-term plans and budgets for the marketing, communications and public relations. Monitor progress, assure adherence and evaluate performance.
- ✓ Lead on specific projects for Gemcon Group as determined by the Directors. For example: Strategy Retreat, Golf Tournament 2022 etc

Career Summary

Proficient marketing expert with more than 15 years' of experience in brand & marketing, leading retail operations, Ecommerce business & media management. I have successfully launched and is running multiple projects for retail, ecommerce & print media.

Career Achievements

- 🏆 Promoted as Head of Business Meena Sweets, Ecommerce, Group PR & business operations for Dhaka Tribune. Year-2021
- 🏆 Promoted as Head of Marketing & business operation for Dhaka Tribune. Year-2018
- 🏆 Promoted as General Manager for outstanding contribution to Gemcon Group. Year -2016
- 🏆 Awarded employee of the year for outstanding contribution to Meena Bazar. Year 2010-2011.
- 🎓 Graduate with MSc in International Marketing Management from University of London, UK. Year- 2008.
- 👤 Currently managing multiple teams of 8 department heads in three different organization, Ecommerce, Production Retail & Media. Year-2020/2021

Educational Qualifications

Certificate Program in Strategy Execution

Harvard Business School
Oct – Dec 2021

MSc in International Marketing & Management
Queen Mary, University of London, United Kingdom
2007 to 2008

Bachelors in Business Administration (BBA)
North South University, Bangladesh
2002 to 2006
(Major in Marketing and International Business)

Higher Secondary School Certificate
Notre Dame College, Bangladesh
1999 to 2001

Work Experience

Dhaka Tribune Newspaper

Chief Operating Officer (COO)-

September 2018 – July 2024

- ✓ Responsible for managing HR & Admin, Finance, IT, Marketing & Sales, Production & Circulation departments and oversee their day-to-day operational activities to support the media achieve its goal.
- ✓ Develop and implement yearly strategic operational plan for Dhaka Tribune.
- ✓ Achieve satisfactory profit/loss ratio and market share in relation to pre-set standards and industry economic trends.
- ✓ Represent the company in events and conferences, lead events like Dhaka Lit Festival and relevant traditional mega events.

Meena Bazar | Meena Click

General Manager, Marketing & E-Commerce (HOD)

July 2017 – March 2021

Senior Manager, Brand & Communications

June 2016 - June 2017

- ✓ Responsible to plan and run overall operations of Meena Click and its expansion inside and outside Dhaka with distribution HUBs to cater to grocery needs.
- ✓ Plan and administer Meena Click overall budget, keep cost in control and drive profitability.
- ✓ Responsible for overall profit and loss accounts (P&L) of Meena Click and Gourmet Bazar.
- ✓ Planning the overall e-commerce operations of Meena Bazar.
- ✓ Working closely with USA based consultants & IT team to develop website and mobile platform of Meena Click and ensure smoothly Operations.
- ✓ Responsible for all marketing and brand function of Meena Bazar and run day to day branding activity and execute monthly calendar.
- ✓ Planning and coordinating the implementation of business plans and the penetration of new and existing markets for Meena Bazar.
- ✓ Coming up with yearly guideline for different marketing activities and preparing budget for implementation.
- ✓ Working with creative and PR agencies to implement the brand plan and overall marketing activities.

Beximco Textile, Yellow

April 2016 – May 2016

General Manager (Head of Department), Marketing & Strategic Planning

- ✓ Responsible for overall marketing activities including digital marketing & ecommerce.
- ✓ Involve in making plans for new business development, line extension & implementation.
- ✓ Managing good relationship with print and broadcasting media for PR support.

South East University

January 2010 - December 2012

Lecturer

- ✓ Courses Taken: Marketing Management, Brand Management, Advertising & Sales Promotion.

Yum International Brands, UK

September 2007 - September 2009

Management Trainee

- ✓ Retail brand positioning through brand guideline and brand strategic plan.
- ✓ Developing new promotion and customer engagement plans.
- ✓ Participated in product promotion through Market communication & media plan.
- ✓ Working closely with advertising agency to implement the plan and also in activation level.
- ✓ Supervising market research done by the agency at the field level.

Grameen Phone

July 2006 - Aug 2007

Executive

- ✓ Managing and implementing "Project Rainbow" which was related to satellite tracking system, mainly used for tracking vehicles and other mobile objects.
- ✓ Preparing communication plan for internal Grameen Phone customers.
- ✓ Presentation of data clearly and confidently to both small and large groups on a national level and international level.
- ✓ Ensure effective communication and involvement of team members and planning of duties and tasks. Providing training to the team members when necessary.

Training

Digital & Social Media Strategy: Driving Business Growth & Digital Transformation
Indian Institute of Management Bangalore (IIM) July 2021

Scaling Up Master Business Course
Growth Institute, USA
December 2020

Scaling Up Master Business Course
Growth Institute

Technical Expertise

Guiding developers in website architecture, backend, and frontend (UI/UX) design of website, reporting module setup, google and Facebook analytics.

Building and launching mobile application with front end and backend developers.

Hands on experience in launching full ERP system in multiple business organization with core developers, IT team & business team.

Publications

- ✓ How Netflix and Amazon Prime Video are revolutionizing home entertainment.
- ✓ The big picture of online education business.
- ✓ Sustainability of E-commerce in Bangladesh: Factors behind the success or failure of e-business models.

Strengths

Business Operations

Marketing

Business Strategy

Innovation

Digital Transformation

Channel Management

Growth Mindset

Critical Thinking

Team Management

Reference

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