



## *CV of Md. Akbar Hassan*

### *Education Qualification*

*Master in Business Administration (MBA) (Major in Marketing) from Institute of Business Administration (IBA), University of Dhaka in 1985*

*Masters in Public Administration (MPA) from the University of Dhaka in 1983*

*Honors in Public Administration from the University of Dhaka. In 1981*

### *Professional Career*

- Presently **CEO & Managing Director** of :
  - i. **BRIDDHI - Industrial & Marketing Consultants (*Consulting Organization*)** concentrates on **Organization Development** special reference to Industrial & Garments & Textiles.
  - ii. **BRIDDHI - School of Professionals & School of Knowledge (*Training Institute*)** concentrates on the development of **Professionals** in the country.
  - iii. **BRIDDHI - Research & Development (Research)** concentrates on **Market** research in the country.
  - iv. **BRIDDHI - Executive Search (Head hunting)** concentrates on **Exploring talents** and placement in the enterprises where and where required.
- Worked as **Silk Trade & Marketing Specialist. Agristudio Firenze-Italia** for **World Bank** activities on **Silk & Silk Trade** in Bangladesh.
- In 1997, joined **MOBIL OIL BANGLADEH LTD. (MNC) (USA)** as **Country Manager** for **Automobiles Lubricants**. Involved for the development of Marketing activities for automotive lubricants and promotional /advertisement as well. Responsible for total sales campaign & launching of MOBIL (USA) in Bangladesh as well.
- Joined in 1994 **YOUNGONE CORPORATION (MNC) South Korea Origin. Executive Director: (Reportable to President)**

1. **YOUNGONE SYNTHETIC FIBER LTD.**

**11. SAVAR DYEING AND FINISHING LTD.**  
**111. YOUNGONE HI-TECH SPORTS WEAR INDUSTRIES LTD.**  
at **Dhaka Export Processing Zone (DEPZ)**

Promoted as **Corporate Marketing Director** of **YOUNGONE CORPORATION** –  
posted in **Soul Korea**.

- Joined in 1985 in **PHILIPS BANGLADESH LTD (MNC)** and had been promoted to **Product Manager (Marketing)**, was engaged for the development and marketability of Philips Lighting. Received many training both home and abroad. Reported to Country Manager.

### **Faculty member since 1998**

- **BRAC University:** (Visiting Faculty) --- College of Business Administration
- **Institute of Government Studies (IGS) BRAC University....“Supply Chain Management”** Certified resource person of **Chartered Institute of Purchase & Supply (CIPS) London England.**
- **International University of Business Agricultural & Technology (IUBAT)** (Visiting Faculty) teaches Marketing and Business Communication, Career Planning, Physical Distribution etc.
- **BGMEA Institute of Fashion & Technology (BIFT)** (Visiting Faculty) concentrate in the field of Merchandising Management
- **Resource person of International Purchasing & Supply Management, International Trade Centre ( ITC) UNCTAD WTO Geneva.**
- **Resource person of International Labor Organization ( ILO).**

### **Resource Person**

- **Dhaka Chamber of Commerce & Industries (DCCI)** Courses are: Marketing and other related subjects
- **Metropolitan Chambers of Commerce & Industries (MCCI)** Courses are: Marketing, HRM and Management
- **Bangladesh Public Administration Training Centre (BPATC)** Management & Organization Development
- **Bangladesh Police Staff College (BPSC)** Management & Organization Development
- **National Defense College (NDC)** Management & Organization Development
- **Bangladesh AOTS Alumni Society (BAAS)**
- **Bangladesh Federation of University of Women** Field of Management
- **GTZ for Garments Sector**

- **Many Institutions both Local Conglomerates & MNC**
- **Resource Person of ITC Geneva for Supply Chain Management**

### **Head Hunting Specialist**

Worked in many Multinational Companies in Bangladesh from executive to CEO. Every tier in the Organization he climbed with success stories. He experienced in hiring more than 7000 people in the recruiting process. He had a wide experience in the head hunting activities at different levels and areas in the country. He was a founder CEO & Managing Director of **BRIDDHI** concerns.

### **Organization Development Specialist on Garments & Textile Sector**

Nassa Group, Starlight Knitwear Industries Ltd., Excel Apparels Ltd., Nipun (Pvt) Ltd., Millennium Apparels Ltd. (Indian Company), Tracker Fashion Ltd (Dutch Company), Reaz Garments Ltd.(First Exporters in the Country), J K Fabrics Ltd. , J K Composite Ltd., MNC Apparels (CEPZ), Maxcom Ltd, Evince Group, S Q Group, Purbani Group, Reedisha Knitex Limited, AKH Group, Pedrollo nk Limited, Amtranet Group, etc.

### **Market Research Conducted**

- Promotional activities and its feedback (Post campaign analysis) of **DANO**
- **CASTROL**, Launching ceremony and its marketing outcome
- The effects of trade development Act 2000 in textile sector in Bangladesh. Sponsored by: **DHL**
- Marketability of silk products in Bangladesh Market. Its prospects in the world market. World Bank Activities.
- Evaluation of training conducted by Dhaka Chamber of Commerce & Industries for the last five years. The research sponsored by GTZ
- “Survey of selected Garments Factories to assess the need of technical assistance for post MFA” SEDF activities 2004.
- “Survey of selected International Buying House located in Bangladesh to assess the need of technical assistance for post MFA” SEDF activities 2004.
- Impact of Training program on SA 8000 in RMG Sector-Katalyst Bangladesh
- Training need assessment and Organization Diagnosis of Pedrollo nk Limited
- Training needs assessment for BRAC-PSD

- Research on: **“Motorcycle market in Bangladesh”** for Runner Group of Companies
- Research on: **“Problem Understanding of a Conglomerate”** special reference to HS Enterprise

## **Publications / Key Note Speaker**

### ➤ **Prospect and Future of Textiles & Garments in Bangladesh**

Published by: Cotton Bangladesh, A Global Textile Magazine, and October 2002

- Key note speaker on **“Professional Management in the Garments Industries” BATEXPO 2003.**
- Keynote speaker in a seminar on **“Motivation for improvement of Quality & productivity’** Organized by BASS & World network of friendship **WNF Japan.**
- Key note speaker on **“Social Compliance Need of Unified Code of Conduct” BATEXPO 2007.**
- Key note speaker on **“Changing Times and Changing Focus in Garments Trade” BATEXPO 2008.**
- Key note speaker on **“Total Quality Management in all spheres of Life ...Special reference to Garment & textile.”**  
**16<sup>th</sup> national Annual Quality Convention (16<sup>th</sup> NAQC)**  
Organized by: **Bangladesh Society for Total Quality management-BSTQM**

## **Resource Person on specialized subject like Supply Chain Management**

**Resource Person of ITC (ITC Trainer) Geneva for Supply Chain Management.**  
Modules are:

- Module 1 - Understanding the Corporate Environment
- Module 2 - Specifying Requirements and Planning Supply
- Module 3 - Analyzing Supply Markets
- Module 4 - Developing Supply Strategies
- Module 5 - Appraising & Short listing Suppliers
- Module 6 - Obtaining & Selecting Offers

- Module 7 - Negotiating
- Module 8 - Preparing the Contract
- Module 9 - Managing the Contract & Supplier Relationships
- Module 10 - Managing International Logistics
- Module 11 - Managing Inventory
- Module 12 - Measuring Performance in SCM
- Module 13 - Environmental Procurement
- Module 14 - Group Purchasing
- Module 15 - E-procurement
- Module 16 - Customer Relationship Management

**Develop VIDEO CLIPS on:**  
Organizational Development (Marketing; Sales; Management; HRM; Supply Chain Management)

**VEDIO CLIPS:** (Developed **1300++** units in 19 years) in Professional  
Format on industrial units  
**(Developed in Bangla which representr Bangladesh Context/Culture)**

**Training Courses attended both home & abroad**

01. **“Retail Marketing of Lamps in Europe”** held at Cyprus, Greece, and England.
02. **“Lighting-effects in day to day life”** at Philips Lighting, City house, Corydon, London, England.
03. **“Market and Marketability of Philips lamps”** held at Beijing, China, Bangkok-Thailand
04. **“Company policies - Structure and strategies of international marketing of Sports Wear”**, held at Seoul Korea.
05. **“Attended international fair on Sports Wear.”** at Munich Germany.
06. Attended **“ISO 9000 Certification Project”** arranged by BASC.
07. Attended a workshop on **“Management Consulting Skills”** Held at Puna India.

Sponsored by Association of Management Development Institution in South Asia.

08. Attended a course on **“Total Quality Management”** (TQM) Conducted by Prof. Nariato Kano, Arranged by DCCI Dhaka.
09. **“Consulting of SMEs - How to become a Good Consultant”** Organized by Dhaka Chambers and Commerce and Business Advisory Service. Dhaka
10. **“SA - 8000 Standard for Social Accountability”** Conducted by D K S Moorthy Lead Auditor DET NORSKE VERITAS of India Office.
11. **“Export Marketing Workshop on Garments”** Organized by CBI Holland
12. Facilitation of Learning: **“Improving your Teaching, Training, Facilitation Skills”** AMI Management Institute Ltd. Hua Hin, Thailand.
13. Attended Seminar on **“Social Accountability 8000 (SA 8000)”** Organized by Center for Management development (CMD) Dhaka Bangladesh.
14. Attended a 10 days program (18-27 September 2002) on **“The Top Management Seminar in Japan for Bangladesh and Nepal”** invited by **The Association for Overseas Technical Scholarship (AOTS)**, held at Yokohama, Japan.
15. Attended a 5 days program (11–15 May 2003) on **“Mediation and Negotiation Techniques for conflict Management”** a supported project **German Technical Cooperation (GTZ), Conducted by Asian Management Institute, Germany.**
16. Training on **“Case Development & Teaching”** Organized by Center for Management Development, IUBAT, Conducted by: Dr. Bala Subramanian, Prof. GOA University, India.
17. Training on: **Problem Solving Procedure in TQM for manufacturing & Service Industry”** (10th & 11<sup>th</sup> January 2004 Organized by- The Association for Overseas Technical Scholarship, Japan **Conducted by Prof. Yukihiro Ando of Japan.**
18. Training on: **Improving Manufacturing performance (IMP) for consultants working in RMG Sector” Organized by South Asia Enterprise Development Facility (SEDF)**
19. Training on: **“SME Toolkit Trainer”** for consultants working in SME **Organized by South Asia Enterprise Development Facility (SEDF)**

**20. Training on: “Textile & Clothing Consultancy Workshop”**

**Organized by GTZ-Progress.**

**21. Obtained International Certificate on International Procurement & Supply Chain Management from IPSCM from ITC/WTO/ (UNCTAD), Geneva, Switzerland.**

**22. Training on: “Training of Trainers” for level 4 Certification**

**Organized by Chartered Institute of Purchase & Supply (CIPS) London England.**

**23. Training on: “Training of Trainers” for level 5 Certification**

**Organized by Chartered Institute of Purchase & Supply (CIPS) London England.**

**Conducted more than 900 Exclusive Training on:  
72000 Students in the corporate world**

➤ Career Planning & Development	➤ Innovative Marketing & Sales
➤ Customer Service	➤ Inventory Management
➤ Communication Skills	➤ Presentation Skills
➤ Coaching & Counseling	➤ Innovative Selling Skills
➤ Customer Relationship Management(CRM)	➤ Guerrilla Selling
➤ Marketing Plan Need for Business	➤ Professional Managers
➤ Business Communication	➤ Professional Management in Garments & Textiles
➤ Management Consulting Skills	➤ Negotiation Skills
➤ Merchandising Management	➤ Supervisor Level Training for the RMG Industry
➤ Marketing Management & Selling Process	➤ Productivity Management
➤ Managers' of Today	➤ Quality Control
➤ Sales & Sales Management	➤ Supply Chain Management
➤ Teambuilding & Leadership skills	➤ Garments & Textiles Merchandising
➤ Strategic Planning in Marketing of Products & Services	➤ Social Compliance & SA 8000

➤ Time Management & Stress Management	➤ Work Study
➤ Soft Skills Development	➤ Leadership & Managerial Skills
➤ Management Development skills	➤ Leaders with Vision in Mind

**And many others**

**Contact Address:**

**Md. Akbar Hassan**  
 CEO & Managing Director  
**BRIDDHI - Executive Explore**

Sister Concerns are:

**BRIDDHI-Industrial & Marketing Consultants**  
**BRIDDHI** – A Seat of Professional Learning (Training & Development)  
**BRIDDHI** – Research & Development  
**BRIDDHI** – Society for Humanity

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