

# Sheikh Shaer Hassan

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## Professional Experience

**Nascenia Limited**, [www.nascenia.com](http://www.nascenia.com), a software company (Jul 2010 - Present)

### CEO

- Oversee marketing, operation, accounting, human resource management and new business development. Nascenia Ltd. is a software service and product company. Service focused to European and US market, product focused to local market.
- Achievement
  - **Co-founded** the organization, now to be a self-sustaining organization with 70 employees.
  - Successfully completed [Khan Academy Bangla](#) project with Khan Academy ([www.khanacademy.com](http://www.khanacademy.com)) to be the only organization to deliver on time.
  - Launched Software as a Service product [bdipo.com](#), [rmghub.com](#) and [biveta.com](#) in Bangladesh market.
  - Launched e-commerce business: [www.goponijinish.com](http://www.goponijinish.com)
  - Under my supervision Nascenia received award from
    - Grameenphone and Microsoft in Aloashbei, a mobile application building contest.
    - nominated by IT Innovation award and E-Asia 2011,
    - won Red Herring Asia 2013 top 100 in 2013,
    - was nominated as finalist in Red Herring Asia and
    - won BASIS outsourcing award 2014 and 2015
    - Featured on [Future Startup](#), a startup magazine
  - Under my supervision company participated in NTFII, NTFIII and CBI programs.

**Weather Decision Technologies**, [www.wdtinc.com](http://www.wdtinc.com) Norman, Oklahoma, USA (May 2012)

### Intern as Entrepreneur

- Worked under Entrepreneurship Exchange Program funded by US State Govt. and organized by University of Oklahoma

**Code71 Bangladesh Limited** (software company), a concern of Code71 Inc. USA (Nov 2008 - Jun 2010)

### Head of Operation and Sales

- This is a **CEO equivalent** position to lead company in Bangladesh.
- Ensure **operational efficiency, business development**, effective accounting and reporting system, recruitment & selection and **people management**.
- Prepare **proposals and pursue financial institutions** for required financing.
- Represent company to **BASIS, BCS** and other external organizations.
- Organize **seminars and PR activities**.
- Scrum Master (**project manger**) of software projects.
- **Community Manager of ScrumPad** ([www.scrumpad.com](http://www.scrumpad.com)), an agile software project management tool (SaaS).
- Achievement
  - Earn local revenue through training and consultancy. Registered vendor of Grameenphone, UNDP and Robi.
  - Marketing of web-based product through social networking, blogging, direct mailers and SEO.
  - Participated in fares in Sri Lanka, Japan and Dhaka, and registered Code71 as a well known among its target group.
  - Conducted Seminar in BASIS and educational institutions.
  - Cost reduction in operation and HR expense.

**Grameenphone Ltd. (2005-08)**

### Manager, Market Communications, Marketing

- Ensure effective and **efficient implementation of communications** of all brands (i.e. Grameenphone corporate brand, djuice and Business Solutions) across all regions of the country. Work along sales and customer service depts. to get feedback and adapt in the communication plan.

- Key responsibilities include alliance management for **CRM** by managing tactical and strategic partners, events & sponsorships, out of home advertising, regional media, public relations and all **BTL activities**.
- Take regular feedback of Sales and Customer Service to devise tactical region based marketing plan.
- Achievement
  - Built and managed a team of 10 motivated employees posted across the country to execute market communication well distributed all the regions.
  - Introduced new vendors to execute OOH advertising and increased bargaining power of GP.
  - Strategic partnership with, Rajshahi, Mymensingh and Khulna town authority,
  - Strategic partnership with University of Dhaka,
  - Strategic partnership with Dhaka Club and Uttara Club.
  - Ensure better penetration in red market area – Chittagong and Chittagong hill tracts. Plan and execute to penetrate in remote and competitor’s occupied areas.

## **Interspeed Advertising, affiliate of Ogilvy and Mather (2004-05)**

### **Account Manager**

- Took care of client servicing of brands e.g. **Banglalink** (Orascom Telecom), **Sisimpur** (Sesame Street), **Benson & Hedges**, **John Player Gold Leaf** and **Rothmans**. (British American Tobacco Bangladesh)
- Conducted **CRM** activities, database handling and **Direct Marketing** activities of BATB’s all brands. Hired brand promoters, developed & designed questionnaire, supervised collection & maintenance of customers’ details, handled database, arranged direct mailers, and supervise call centers.
- Prepared periodic written & oral presentation for BATB (client) and Ogilvy, Singapore (associate of Interspeed) on **Agency on Record activities**.
- Achievement
  - Won the account of Banglalink account.
  - Launched Music campaign with Habib’s *Moina Go*.
  - Capture IT campaign of Rothmans (BATB) won acclamation from the BAT group worldwide.
  - Extensive research and reporting work for BATB regarding consumers purchasing behavior, demographic and psychographic to take informed decision by the client.
  - Automation of Database Marketing.

## **Wallem Shipmanagement, Hong Kong & OSA Agencies Singapore (1995-01)**

### **Nautical Officer**

- Worked on board ocean going vessels as executive officer. Started career as Trainee Officer and ended as Third Officer.
- Navigation, cargo work, port paper documentation, administration, communication, safety, HR operations, general documentation, and reporting.
- Achievement
  - Won acclamation from US Coast Guard for best fire and safety preparedness.
  - Automated the overtime reporting using VBA.
  - Automated reporting for different ports of the world.
  - Developed an excellent sense of responsibility, reporting, document handling and customer dealing.
  - Experienced in dealing with people of different culture e.g. European, American, Latin American and East Asian.

### **Education**

- **MBA**, major in Marketing, Institute of Business Administration (**IBA**), University of Dhaka. (2004). Got **highest CGPA (3.73)** in the batch taking Major in Marketing.
- **MS in Computer Science**, major in Software Engineering, American International University of Bangladesh. **CGPA: 4.00**. (thesis pending)
- Short course on **Entrepreneurship** under **Entrepreneurship Exchange Program**, Oklahoma University, USA.
- Class 3 professional certification. Singapore Polytechnic, Singapore (1997)
- B. Sc. Physics, Mathematics, Nautical Science, Marine Academy, Chittagong (1994)
- H.S. C. , Pabna Cadet College, Bangladesh (1992)
- S.S.C. Pabna Cadet College, Bangladesh (1990)

## Personal Projects and Research Work

- Assessing **Consumers' Attitude** toward GrameenPhone and Banglalink Mobile Phone Service. Research done by mall intercept interviewing with quota sampling of 71 mobile service consumers.
- Assessing **CSR** in Pharmaceutical Industry in Bangladesh under supervision of Dr. Ferhat Anwar.
- Analyze & Rate foreign education recruitment centers in Dhaka city. Worked in data collection, analysis and report preparation.
- Worked in a market research project of **MRC-Mode**. Interviewed cigarette **consumers** regarding their buying behaviors, brand loyalty, price sensitivity etc. Also researched on **retailers** to ascertain their trading behavior.
- Opportunities of backward linkage industries in Bangladesh garments sector in the early post MFA era.
- **Financial analysis** of Bengal Fine Ceramic Ltd. based on their past five years' annual report comparing to that of Monno Ceramic.
- **HRM practice** in Bangladesh Navy.
- Post MFA **challenges and opportunities** in Bangladesh RMG Industry.
- **Comparative study of costing and pricing strategy** of Square Pharmaceuticals Ltd and Aristopharma Ltd

## Professional Courses

- **Export Marketing Plan** (Europe) by CBI, an agency of Netherlands Ministry of foreign affairs.
- Received training and selected as a trainer to train existing IT companies in Bangladesh to prepare **Export Marketing Plans**.
- Present your Business, Negotiate and Communicate **Effectively across Europe**, by CBI, an agency of Netherlands Ministry of foreign affairs and Dhaka Chamber of Commerce and Industry.
- **Internet Marketing** by CBI (Europe) trainers.
- Workshop for **IT Business Leaders** of Bangladesh: Leading Your Company to the Next Level facilitated by Dr. Sougata Ray, Professor IIM, Head of Innovation, Infosys.
- **Conflict Management** by British Council
- **Revenue Assurance and Customer Experience** involving data mining, research and reporting process by in house training facility, Grameenphone.
- **Negotiation Skills** by British Council
- **Problem Solving and Decision Making** by British Council
- **Team Building Workshop** British Council
- The **Brand Planning** Motorbike by Univbrands, India.

## IT Skill

- Advanced level Office applications user.
- Web hosting, Wordpress, html editors & OOP Visual Basic, VBA, SQL Server, MS Access, SPSS, Adobe Illustrator, Photoshop, Quickbook, Odoo (open source ERP), Adobe Premiere and Windows Movie Maker.

## Activities and Interests

- Sponsor and Adviser of PSD, a school for underprivileged ([www.psdbd.org](http://www.psdbd.org))
- Participated in Bangladesh Startup Cup (as mentor)
- Mentor in [Founder Institute](#)
- Translator on [TED.com](http://TED.com)
- Read on business, science, technology, and literature.
- Photography, traveling and cycling.

## Membership

- Bangladesh Association of Software and Information Service (BASIS)
- Cadet College Club Limited
- Khulna Club
- IBA Alumni Association
- Association of Pabna Ex-Cadets
- State Alumni ([alumni.state.gov](http://alumni.state.gov))