

## SM. Mahabub Alam

Chief Executive Officer  
MassiveStar Studio Ltd.  
Massive Business Academy



### Career Summary:

- Worked **20+** years in Technology, RMG and Education sector with **18+ years in senior and top most management position.**
- Provide **business leadership** as Group CEO to diversified business group comprising more than 800 people.
- Extensive **experience in building and managing** successful business in Technology, ICT, Education and Training, Management Consultancy, R&D, Software Development, Outsourcing and Customer Support organizations with a keen focus on business, management process and engineering excellence.
- **More than 18 years of Business development, Management, Sales & Marketing experience in international and local technology market.**
- Involved in extensive **change management** and **process re-engineering** in the course of project development in large group of companies comprising more than **20,000 people.**
- Acquired wide-ranging **business development** and project management experience from the largest **multinational ICT solutions** Company.
- **Managed** and provided technical lead for many large enterprise projects including reengineering technology, Software and Hardware solutions.
- Provide technical leadership of a project cost **USD 10 million**, “HCDP” (funded by Netherlands) with immense involvement in project management involving **marketing, design, development, and implementation.**
- **Self-starter** with ample drive, initiative, dedication, and determination; immense experience with the starting up and successful business initiatives.
- **Focusing towards large scale real entrepreneur development [guided by 3I and G2G (Good to Great)] in the country with a goal to produce 1000 real entrepreneur in the country by 2018.**

### Educational Details

- Master of Business Administration (**MBA**) from East West University, Dhaka.
- **B.Sc. Engineering** in Electrical & Electronic Engineering from **BUET.**

### Mentioned In International Press and Report: News at Deutsche Welle (DW)

<http://dw.de/p/1CN4G>

KPMG Report, **Bangladesh Beckons**, Published in January, 2012

“The specialized service offerings for our clients allow us to do high-end product and engineering projects, and we hire the best talent from Bangladeshi Universities for that” says **S M Mahabub Alam, Director Engineering of Relisource** – one of the largest niche engineering services company in Bangladesh.” For more [www.kpmg.com/BD/en/.../UNITC%20KPMG%20Whitepaper.pdf](http://www.kpmg.com/BD/en/.../UNITC%20KPMG%20Whitepaper.pdf)

Dutch Magazine, *o u t s o u r c e m a g a z i n e*, Published in October, 2011

[De werkmentaliteit is het probleem niet, zo maakt de directeur van IT-bedrijf **Relisource, Mahabub Alam**, treffend duidelijk: “We have to fight and work hard to survive. It is a big struggle, but we are going up.”] For More [www.gpic.nl/OM-Bangladesh.pdf](http://www.gpic.nl/OM-Bangladesh.pdf)

### **International Training**

Trained in Corporate Governance, Strategic business development, Management by MBO (Management by Objective) way, Sales & Marketing, Strategic Marketing, Strategic Management, Multimedia and Games Technology, Software Engineering, Project management, Quality Management (ISO), People Management, Intercultural Communication, AS/400 (from IBM), Network Technology, Software Technology from **Netherlands, France, Malaysia, USA, Japan and India.**

### **People & Project Management, Business Development and Marketing with the following countries:**

USA, UK, Germany, France, Belgium, Turkey, Sweden, Switzerland, Denmark, Netherlands, Malaysia & India.

<b>Skill Summary</b>	
Business Domain	Technology, Education, Gaming and Entertainment, Pharmaceutical, Outsourcing software services in niche area like Embedded System, Animation and Mobile Application; Retail Banking, Cooperative Banking, Health Care Management (Health Network), Hospital Automation System, Composite Garments and Textile Industry, Supply chain management in Small & Medium Industry, Insurance, Petroleum distribution industry and e-Commerce solutions.
Strategic Business	Expert on Blue Ocean Strategy, Innovation by developing of BOS camp, Guidance for Good to Great, Marketing Strategy, Brand Development, International Marketing Strategy, Implementation of 3I (Intelligent, Integrated and International), Leadership and Salesmanship, Entrepreneurship and Life skill.
People Management	20+ years of people management experience from diversified culture, country, scale, position and mentality.
People and Organizational development; and coaching	Involved development of different level of people based on organizational need.
Management Process Reengineering	Management process reengineering around 15 companies.
Change Management:	Involved change management last 10 years in 5 companies.
Project Management:	Around 35 small, large and medium project from home and abroad in 18 years. Among them around 10 are large integrated projects and 5 are large outsourcing project from USA.
Business Strategy, Consultancy and Management Solutions	Consultancy services has been provided to 20 (around) projects.
Business and resource (Team) Development	<p>In all my ventures I spent a great deal of time in forming, developing, stimulating, and mentoring my team. I recruit the team members and train them towards the goal of establishing a specific system methodology which I have developed and tested.</p> <p>An integral part of my responsibilities includes developing business strategies, understanding the market, segmentation, managing the marketing team, formulating corporate policies, and investment planning along with people management.</p>
Appropriate Methodology Development	I spent 12+ years to formulate <u>an appropriate methodology</u> for project management and HR management that suites in the country.

### **Experience Details:**

<b><u>From</u></b>	Group CEO
<b><u>October</u></b>	<b>Daffodil Group</b>

**2012 to  
October  
2013**

The group comprising of 18 business concern, focusing towards two major industries like Education and ICT. The major business units are Daffodil International University, DIIT, DIPTI, BSDI, DIC, DIS, Daffodil Computers Ltd, Daffodil Software Ltd, Daffodil Online Ltd etc. The responsibility was to manage all concern of group, provide leadership to all directors and concern head, strategy development, strategic business, strategic management and strategic marketing.

**From Nov, 2006 to September 2012**

Director of Business Development and Engineering

**ReliSource Technologies Ltd.**

USA based outsourcing software company (HQ Boston, USA).

Nov, 2008 to Nov, 20010

Chief Technical Officer

Ethics Advanced Technology Ltd. (EATL)

Nov, 2002 to Nov, 2006

**Head of Software**

Software Solutions Division

**Informations Solutions Ltd. (ISL)**

(A Genesis Technology Group company. One of the largest ICT group in Bangladesh)

**Duration: July 1999 to Nov 2002**

**Chief Executive Officer**

Win-Com Software (Pvt.) Ltd.

Win-Com software is a software solutions and customer support company with a dedicated focus on providing Healthcare & Enterprise solutions.

**Duration: July 1999 to Nov 2001**

**Education Consultant**

Beximco System Ltd.

A joint venture concern of NIIT and Beximco.

**Duration: Aug 1997 to June 1999**

**Solutions Specialist**

(AS/400 and Network Solutions)

**Thakral Information Systems (Pvt.) Ltd.**

A Singapore-based 6-billion dollar company with presence in 34 countries. Thakral is the largest foreign invested ITC total solutions company in Bangladesh; represents ICT solutions based on IBM, HP, Cisco, Oracle, Lucent etc. **I was a pioneering team member of Thakral in Bangladesh.**

**Duration: January 1997 to Aug, 1997**

**Software Engineer**

Prime Computers Ltd.

A software solutions company.

Duration Aug 1992 to 1996:

**Solution Developer**, Perspective Computers

An IT service company providing services for graphics design and programming.

**Book  
publication**  
(Author & Editor)

- Books on Oracle 8i, MS-SQL Server 7.0, Java 2, C++, Visual Basic 6.0, Doctors' SQL, Java Scripts & VB Scripts, DHTML. [Books published within 1999 to 2001]

**Presentation  
& Workshop**

- Guest speaker at Islamic University of Technology (IUT), Shahjalal University of Science & Technology (SUST), United International University, Bangladesh University of Engineering and Technology (BUET), Dhaka University (DU), University of Liberal Arts of Bangladesh (ULAB), Speaker at Science program in Bangladesh Radio.

**Enterprise  
Level  
Projects:**

- Health Care Development Project HCDP
- Dragon (Group) Sweaters Bangladesh Ltd. Reengineering and Computerization project;
- Fakir Group re-engineering and Computerization project;

	<ul style="list-style-type: none"> <li>• Independent University Bangladesh Campus network solutions project;</li> <li>• Chittagong City Corporation Automation Project;</li> <li>• Jamuna Oil Company Ltd. Computerization Project;</li> <li>• Meghna Petroleum Company computerization project;</li> <li>• BEPZA computerization project.</li> </ul>
<b>Banking Projects</b>	<ul style="list-style-type: none"> <li>• Rupali Bank Ltd, Human Resource Management project;</li> <li>• South East Bank Ltd. (SEBL), Remittance Management project;</li> <li>• BDBL (Shilpa Bank Ltd.), Branch banking and enterprise solutions project;</li> <li>• Peoples Credit &amp; Cooperative Ltd. (PCCL) automation project;</li> <li>• Chartered Credit &amp; Cooperative Ltd. (CCCL) Branch banking and automation project.</li> </ul>
<b>SME Project Experience</b>	<ul style="list-style-type: none"> <li>• Bangabhaban Web Portal and File Tracking System, Bangabhaban</li> <li>• Visitor Management System, System design and Project Management</li> <li>• GRI Insurance Incentive Management system</li> <li>• Sales Management System, Clarinet Bangladesh (Pvt.) Ltd.</li> <li>• Computerization of Modern Dental Clinic with HCMS.</li> <li>• Computerization of Basak's Clinic, Sylhet.</li> <li>• Ibn Sina Spine Center Automation, Dhaka.</li> <li>• Computerization of Noor Clinic, Dhaka.</li> <li>• Computerization of Medi-Aid Diagnostic Center, Sylhet.</li> <li>• Computerization of Rafiq's Dental Care, Dhaka.</li> <li>• IDS Fortune 400, Hospitality Software based on AS/400</li> <li>• IDS Fortune NT, Hospitality Software based on NT</li> <li>• AS/400 based Insurance software system</li> </ul>
<b>Corporate Training and consultancy</b>	<ul style="list-style-type: none"> <li>• Karnafuli Group</li> <li>• HawarIT Ltd.</li> <li>• Reve Systems</li> <li>• ShehalaIT</li> <li>• Bio-Pharma</li> <li>• General Pharma</li> <li>• Renata Ltd.</li> <li>• Mostafa Group</li> <li>• Apex Group</li> <li>• Dragon Group</li> <li>• Rupali Bank Ltd.</li> <li>• Bangladesh Development Bank Ltd.</li> <li>• Fakir Group</li> <li>• CD Acrylic Ltd.</li> <li>• Chittagong City Corporation</li> <li>• Meghna Petroleum Ltd.</li> <li>• Bangabhaban</li> <li>• Jamuna Petroleum Ltd.</li> <li>• International Medical College</li> <li>• BSMMU</li> <li>• BIRDEM Hospital</li> <li>• Peoples Credit and Cooperative Ltd.</li> <li>• Chartered Credit and Cooperative Ltd.</li> <li>• Prime Life Insurance Ltd.</li> <li>• Birds Group</li> <li>• Duncan Group</li> </ul>

**Country Visited:** USA, UK, Switzerland, Germany, France, Belgium, Turkey, Sweden, Denmark, Netherlands, Thailand, Malaysia & India.

**National TV Media:**



Channel-i: <http://www.youtube.com/watch?v=S6j9-Qi0IP8>

Banglavisision: <https://www.youtube.com/watch?v=nOdQ3rO1V5E&feature=youtu.be>

NTV: [http://www.youtube.com/watch?v=J8gKAq3r8\\_4](http://www.youtube.com/watch?v=J8gKAq3r8_4)

Somoy TV: <http://youtu.be/sMBTZUDHGJo>

<http://www.somoynews.tv/details.php?id=12963>

**National Newspaper (Few):**

Prothom-Alo

[http://www.eprothomalo.com/displaypage.php?id=2014\\_02\\_15\\_15\\_1\\_b](http://www.eprothomalo.com/displaypage.php?id=2014_02_15_15_1_b)

[http://www.prothom-alo.com/technology/article/179062/কম্পিউটার\\_গেমে\\_হাতিরঝিল#jadewits\\_print](http://www.prothom-alo.com/technology/article/179062/কম্পিউটার_গেমে_হাতিরঝিল#jadewits_print)

<http://www.prothom-alo.com/technology/article/176761>

The Daily Jugantor:

<http://www.jugantor.com/it-technology/2014/03/27/81340>

The Dhaka Tribune:

<http://www.dhakatribune.com/technology/2014/mar/25/first-ever-commercial-bangladeshi-made-video-game-%E2%80%99-hatirjheel%E2%80%99-launched>



<http://www.dhakatribune.com/tmag/2014/feb/10/mission-hatirjheel>  
The Daily Kalerkantha  
<http://www.kalerkantho.com/online/info-tech/2014/02/24/55566>  
<http://www.kalerkantho.com/print-edition/tech-everyday/2014/05/01/79121>  
The Daily Nayadiganta  
<http://www.dailynayadiganta.com/details.php?nayadiganta=MjkwNzg=&s=MjI=>  
The Daily Shokaler Khabor  
<http://www.shokalerkhabor.com/2014/03/29/126360.html>  
RisingBD  
<http://risingbd.com/detailsnews.php?nssl=ffc87aa6d02f68087d1978176980b783>  
<http://risingbd.com/detailsnews.php?nssl=5bae7561597d0a52e9b41ca506b33302>  
Banglanews24.com  
<http://www.banglanews24.com/beta/fullnews/bn/279039.html>  
<http://www.banglanews24.com/fullnews/bn/280167.html>  
Priyo.com  
<http://www.priyo.com/2014/03/25/60608.html>  
<http://tech.priyo.com/news/2014/4/22/24681.html>  
Atntimes  
<http://www.atntimes.com/archives/104517>  
Natonbarta  
<http://www.natonbarta.com/si-tech/2014/03/24/74037/>  
<http://www.natonbarta.com/si-tech/2014/04/22/78032/>  
Samakal  
<http://www.samakal.net/2014/03/26/48406>  
Projuktikothon  
<http://en.projuktikothon.com/first-ever-commercial-bangladeshi-made-video-game-hatirjheel-launched/>  
<http://en.projuktikothon.com/hatirjheel-dream-begins-computer-video-game-series/>  
Dailypeoplestime  
<http://dailypeoplestime.com/2310/first-bangladeshi-computer-video-game-series/>  
BonikBarta.com  
<http://www.bonikbarta.com/telecom-and-technology/2014/03/26/35817>  
Tech-tunes.com  
<http://www.tech-tunes.com/gaming/tune-id/2091>  
The Dhakatimes  
<http://dhakatimes.com.bd/2014/04/05/37539/hatirjheel-dream-begins-computer-game/>  
Bizbdnews.com  
<http://www.bizbdnews.com/national-news-92758>  
Techshohor.com  
<http://techshohor.com/game/8843>  
Breakingnewsbd  
<http://www.breakingnewsbd.net/?p=70058>  
Anibaar.com  
<http://anibaar.com/?p=2329>  
Dainik Amadershomoy  
[http://www.dainikamadershomoy.com/details\\_news.php?id=141798&&%20page\\_id=%2014](http://www.dainikamadershomoy.com/details_news.php?id=141798&&%20page_id=%2014)  
TelecomNews:  
<http://telecomnews.com.bd/archives/1272>  
The daily sangbad  
<http://www.thedailysangbad.com/index.php?ref=MjBfMDVfMDRfMTRfM18yOF8xXzE2MjE2OA==>  
The Daily Star:  
<http://www.thedailystar.net/bulletin-board-21116>  
The Dhaka Tribune/TMAG  
<http://www.dhakatribune.com/sites/default/files/issue/2014/04/tmag%202.2.1.pdf>