

ABN SAAD

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abnsaad@yahoo.com

IT MARKETING PROFESSIONAL

IT Marketing professional, recognized for extensive experience in Asian markets, eager to optimize skills gleaned from roles as Marketing Manager, Project Manager, and Senior Business Analyst. Proficient in ERP implementation, marketing automation technology, marketing resource management, and analytic/business intelligence tools. Adept at industry analysis and sales/account management. Skilled in international projects; able to relocate to developed nations in any part of the world. Excellent communicator, fluent in two languages.

CAREER HIGHLIGHTS

- Led region and area for three global key projects
- Directed several critical projects end-to-end
- Received Central Best Initiative Award
- Won several awards as marketing territory manager
- Co-authored keynote address of UNICEF architecture seminar in India; also served as UNICEF translator
- Designed logos, brochures, and other materials for Citibank, DHL, and other entities
- Participated in organizing several int'l events – ICC U/19 Cricket World Cup; Commonwealth Parliamentary Conference, Asia Pacific Region Microcredit Summit Meeting of Councils, LDC Trade Ministers' Meeting

AREAS OF STRENGTH AND EXPERTISE

- **Marketing Management**
 - **Project Management**
 - **Business Analysis**
 - **Business Intelligence**
 - **ERP Implementation**
 - **Marketing Automation Technology**
 - **Managing Multiple Markets**
 - **Global Awareness**
 - **Design, Animation**
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“Brilliant interpersonal skills - I can't think of many people who can manipulate (and I use that word in a nice way) others to willingly do what you ask when you ask...I have learned a lot from you in this area

Very high level of commitment...

Excellent analytical skills - so good at getting to the heart of problems and articulating them clearly.

Very high energy levels - your energy becomes infectious...

I have worked with a lot of people in a lot of different deployments, and you would definitely be in my dream team...”

–Alison Sanger, Global Service Manager, UK

PROFESSIONAL EXPERIENCE

Tobacco LTD

20XX to Present

Senior Business Analyst—Asia Pacific, Marketing, IT (20XX to Present)

Leading development and rollout of next business release of SWIFT (TM&D system) in Malaysia

South Asia Area Marketing IT Lead (20XX to 20XX)

Served as SAA Lead for Marketing IT and EM Lead for IT Remediation, Authorization, CReW, Testing, and Hypercare Management for Project TaO. Instrumental in GBP 1.5bn Global Project, spanning 100+ countries—the most ambitious one in the group's 100-year history.

Key Accomplishments:

- Drove template localization – CReWs, ChaRM CRs, Triole Incidents, and HPQC Defects
- Led Hypercare – rolled out full system usage optimizing round-the-clock teamwork with Global/Regional/Area resources, incl. Command Center, IBM, SAP, Wipro, RPLs, DA, service desk/control
- Led Functional Rehearsal Launch – scoping, environment readiness, testing and triaging-resolving defects
- Spearheaded Role-to-Positioning (RtP) – ensuring correct authorizations; leading significant few SAA RtP CRs/resolutions by working closely with Global Security Team, BASIS, IBM, Wipro, area change lead, area/EM functional leads, HR business partners, and cross-project members
- Instrumental in project planning and workshops – CIA, Fit-Gap, detail planning, data, realization planning, IT remediation, UAT planning, and final stage planning—spanning Dhaka, Islamabad, Colombo, Ahungalla, Bangkok and Kuala Lumpur

Senior Business Analyst—Asia Pacific, Marketing, IT (20XX-20XX)

- Asia Pacific Regional Lead and Administrator for Project Cycle Grid Review
- Asia Pacific Regional Lead for Marketing for Project Application Portfolio Management

PROFESSIONAL EXPERIENCE (CONTINUED)**Tobacco Ltd. (Continued)****Business Analyst—Asia Pacific, Marketing, IT (20XX-20XX)**

Directed end-to-end design, build and implementation of Business Express in Bangladesh and Pakistan—a cross-functional B2B platform for distributors to place orders and submit reports online and through SMS

Key Accomplishments:

- Business Express Project honored with Central Best Initiative award from EM
- Oversaw key marketing IT projects/readiness for EM – mXs e-Learning, BridgeNet, Nexus, CPD, RCS7 Revitalization, TM&D Data Warehouse, MIN-G, Global Research Alignment, TM&D Vehicle, and Workshop Reservation Systems

Territory Officer, Trade Marketing & Distribution, Marketing (20XX-20XX)**Key Accomplishments:**

- National Best Territory Officer 20XX
- Regional Best Officer Nomination 20XX–20XX
- Change Champion 20XX

“...the spirit, enthusiasm, motivation, and dedication. You worked for more than 40 hours without any sleep, then you went home for only a short rest and come back again to work for another long hours. You remained calm, 100 percent focus and still smiling. I don't think I can ever work for over 40 hour without sleep...”

–John Doe, Consultant

PRIOR RELEVANT EXPERIENCE

- 20XX, Designed CD booklet, album sleeve and poster for Ishshoronio (Grameenphone), which was named “National Best of the Year” by the Daily Star
- 20XX, Wrote AC Nielsen Bangladesh Company Profile
- 20XX, Created animation for DHL 25th Anniversary Celebration
- 20XX, Designed Citibank NA official New Year E-Card 1411
- 20XX-20XX, Created official logo and official website support for IBA (DU)
- 20XX, Organized media launching ceremony, ICC U/19 Cricket World Cup Bangladesh
- 20XX, Designed real estate information pages (digital Yellow Pages) by Mainstream
- 20XX-20XX, Taught classes in SAT-1, IELTS, TOFEL Prep, and other courses
- 20XX-20XX, Designed circular and brochure for BBA and MBA programs, souvenir covers, & IBA gift CDS
- 20XX-20XX, Wrote feature articles for Daily Independent, ICE Today, and The Executive Times
- 20XX, Translated materials for UNICEF
- 20XX, Co-authored keynote address for UNICEF seminar on architecture in India

EDUCATION**BBA Institute of Business Administration (IBA), University of XXXXX**

Major: Marketing, Minor: Human Resource Management

Diploma-in-Architecture, XXXXX University of Science and Technology, Dhaka, Bangladesh

Valedictorian with distinction marks—1st, in order of merit, in the country

INT'L TRAINING AND WORKSHOPS

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| ▪ TaO Project Closure Workshop, Kuala Lumpur | ▪ Asia Pacific Business Analysts Functional Workshop, Kuala Lumpur |
| ▪ Final Stage Planning, Bangkok | ▪ PRINCE2 Foundation by HiLogic Sdn Bhd, Malaysia, conducted in Bangladesh |
| ▪ Asia Pacific Business Analysts Functional Workshop, Islamabad | ▪ Business Analyst Development by QA Virtual, Canada (e-training) |
| ▪ Realisation Planning, Bangkok | ▪ Leadership for Growth by The Leadership Trust, UK, conducted in Bangladesh |
| ▪ Systems & Infrastructure Planning Fit-Gap | |
| ▪ Data Discovery, Colombo | |
| ▪ Detail Planning Workshop, Ahungalla | |
| ▪ Change Impact Analysis, Islamabad | |

“You do a solid job.”

–Andrew Granger, Regional Process Lead, Singapore