

Najmul Sheikh

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Assistant Professor at BRAC University' as adjunct faculty for Strategic Management, and International Business courses. Guest faculty for MBA and BBA students at Institute of Business Administration (IBA) Dhaka University; on Investments and Financial Management. Regular speaker for senior and mid-level executives of LabAid Group' at State University (a subsidiary of LabAid group) of Bangladesh' on Service Marketing, Total Quality Management (TQM), Process Improvement and Strategic Management.

I am competent enough to teach; Principles of Management, Strategic Management, Service Marketing, International Business, Business in the Global Environment, Technology and Change', at MBA and BBA level.

Academic Qualifications

Master of Business Administration (International MBA), 1998

Thesis on 'New Zealand's Business Opportunities in Bangladesh'.
University of Waikato, New Zealand

Bachelor of Science in Mechanical Engineering, 1986

(Bangladesh University of Engineering & Technology)

Graduate Certificate in Financial Planning, 2008

(KAPLAN, Australia)

Diploma of Financial Services

(MLC, Financial Arm of National Australia Bank)

Strengths

Teaching, Training and Coaching:

- Excellent communication and presentation skills, embedded with real life examples.
- Adjunct faculty at BRAC University and RPSU on Strategic Management and International Business courses. Guest faculty for MBA and BBA students at Institute of Business Administration (IBA) Dhaka University; on Investments, Financial Management and Service Marketing.
- At Westpac Banking Corporation, Sydney; regularly trained and educated 21 branch staffs to identify wealth, risk and superannuation opportunities and develop marketing strategies.
- At Westpac Banking Corporation, Sydney and National Australia Bank; successfully trained, how to address client's misunderstanding on insurance products and thus increased selling of insurance products to diverse client base.

Strategic Management and Planning

- Developed an end-to-end process mapping under a range of scenarios and made recommendations for improving performance. CEO of Westpac Banking Corporation appreciated this strategic contribution; and three of those recommendations implemented. As a result of this implementation, profitability and service quality in those sectors improved significantly.

Knowledge and expertise:

- Proven expertise in improving organisations efficiency through process improvement and reducing business risk through Business Process Management.
- Up-to-date about engineering and technological trends and developments; wellmannered, fluent in English and Bengali, with excellent communication; liaison and relationship management skills.
- Very organized personality with efficient time management skills.

Production and Engineering:

- Successfully managed Canopus Limited, an export oriented specialized garments factory for three years.
- Implemented TQM and flexible roaster in Canopus during crunch time.
- I have worked as a production engineer for Bengal Carbide Limited, and managed overall production facilities in Bengal Carbide Ltd.
- As an executive director in Canopus Limited, I have successfully negotiated with local suppliers and contractors.

Recent Employment History and Relevant Experience:

Teaching:

Assistant Professor at BRAC university, 2018 -2020:

Adjunct faculty at BRAC university and RPSU on Strategic Management, and International Business.

Guest Faculty at Institute of Business Administration (IBA) Dhaka University, 2017:

Guest speaker at Institute of Business Administration (IBA) Dhaka University on Investments, Financial Management, Service Marketing, and Strategic Management.

Head of Strategic Planning – Labaid Group, 2015 – 2016

Achievements:

- ✓ Regular speaker for senior and mid-level executives of LabAid Group' at State University (a subsidiary of LabAid group) of Bangladesh' on Service Marketing, Process Improvement and Strategic Management.
- ✓ Planned and successfully implemented '**Customer Experience**' initiative for all IPD patients as a Relationship Manager model to **increased market share through Customer Advocacy by providing excellent Customer Experience.**
- ✓ Fixed Report Delivery service at Labaid Diagnostics by streamlining the system and eliminate unnecessary delay and waiting for the clients by removing Road Blocks. As a result, client satisfaction increased significantly.
- ✓ Initiated and Implemented '**Certificate of Excellence**' award through out the organisation for going extra miles or beyond their call of duty.
- ✓ **Initiated Door to Door customer service** by using unused resources, such as Ambulances.
- ✓ Met with potential investors and developed plans to explore merger and sale opportunities, such as feasibility of INDUS School and Health Insurance projects.

Business Analyst - Westpac Banking Corporation (Westpac) Australia, 2013– 2015

Achievements:

Reduced business risk through the implementation of a Westpac Group strategic technology called Business Process Management (BPM- an IBM workflow software), as well as digitization of paper based Westpac Financial Planner client files. Implemented a digital Customer File Management (CFM) system that strengthens record management process and increases record management efficiencies across Advice. Increased customer faced time for Financial Planners through a planner support services re-organization and implementation of new end to end processes via the BPM workflow tool.

Process Improvement Analyst- Westpac, 2004 – 2007

Achievements:

- Worked directly with senior management and key stakeholders, including COO and CFO, to create Business Development Plan in Sustainable Productivity Programme (SPP).
- In SPP, made several recommendations how to make 'Partial Through Process' (PTP) to 'Straight Through Process (STP)', and deliver better service and improved performance.

Recent Experience:

Advanced Financial Planner – Westpac, 2011 – 2013

Achievements:

- Trained and educated 21 branch staffs to identify wealth, risk and superannuation opportunities;
- Successfully addressed client's misunderstanding on investment and insurance products and created 'Halal Portfolio' for a niche market.

Financial Planning Manager- National Australia Bank, 2011

Achievements:

- Lead major new sales campaign as a Financial Planning Manager for NAB. Based at Dubbo, and in-charge of central NSW region, which includes Dubbo, Mudgee, Narromine, Warren, Nyngan and six other regional towns.
- Trained and coached 145 bank employees from 11 different branches on 'how to increase wealth and provide excellent after sales service.

2007 – 2010: Financial Planner -Westpac

Achievements:

- Successfully devised, marketed and implemented a new program 'the concept of Halal Investment' for a niche market.
- Trained and coached how to improve process or offer better service to clients.
- Trained and educated branch staffs to identify wealth, risk and superannuation opportunities.

2002- 2004: Corporate Online Support Team Leader-Westpac

Achievements:

- As a team leader ensured agreed Service Level are delivered all the time.

2000-2002: Customer Relationship Consultant, AGC (GE Money), Sydney

Achievements:

- Won awards for providing Excellent Customer Service for many consecutive months.

1994-1996: Executive Director, Canopus Limited, Dhaka

- Achievements:

- Successfully managed day to day administration, operation and 24/7 production.
- Successfully dealt and negotiated with key stake holders for Canopus Limited.
- Efficiently utilized production facilities; with maintaining optimum level of inventory of raw materials and spare parts.
- Designed and implemented Total Quality Management (TQM) processes successfully. By implementing TQM, reduced rejection to less than 0.5 percent.

Professional Affiliation:

Member: Financial Planning Association, Australia.

Member: Engineers Australia.

Member:AssetManagement Council, Australia.

Fellow, Institute of Engineers, Bangladesh

Hobbies and Interests: Travelled and lived in four countries such as USA, Canada, Australia, and New Zealand. Love to read Harvard Business Review, Australian Financial Review and keen to learn about business, economics, history, and political events. Special interest in world economics, national and international events.

Computer Skills: Expert in MS Office Suits. Microsoft Certified Professional (MCP).

Personal Details

Nationality: Bangladeshi, Australian, New Zealander
Language Proficiency: English, Bengali.

REFEREES

Will be provided on request.