

Syed Alamgir**Professor of Practice**

Department of Marketing, Daffodil International University

Industry Advisory Board Member**Professional Biography**

Syed Alamgir is a Professor of Practice in the Department of Marketing at Daffodil International University, bringing 50 years of experience as one of Bangladesh's most celebrated marketing and corporate leaders. He most recently served as Managing Director and CEO of Akij Ventures Limited and Akij Food and Beverage Limited, and previously as Managing Director of ACI Consumer Brands and CEO of Meghna Group. He began his career at May & Baker (now Sanofi Aventis) after completing his studies at the Institute of Business Administration (IBA), University of Dhaka, then served as Group Marketing Director of Jamuna Group from 1992 to 1998 before joining ACI Limited, where he launched 17 new product lines including ACI Salt and PURE Foods. He is internationally recognized as a pioneer of Halal product marketing in Bangladesh, a case referenced in Philip Kotler's textbook "Principles of Marketing," and in 2019 he was honored with the "Marketing Super Star" title by Channel i and the Bangladesh Brand Forum. He holds an MBA from IBA, University of Dhaka, and a PhD from the University of Newcastle, USA, and is a distinguished member of the UNICEF Private Sector Advisory Board.

As a member of the Faculty Industry Advisory Board (FBE-IAB), he brings valuable expertise in strategic marketing, brand management, business leadership, corporate strategy, and consumer insights, supporting curriculum development, industry-academia collaboration, executive mentoring, and student career development.

Expertise

- Strategic Marketing & Brand Management
- Corporate Leadership & Strategy
- Consumer Insights & Product Innovation
- Organizational Development
- Industry-Academia Collaboration

Organization: Department of Marketing, Daffodil International University**Industry:** Academia / Consumer Goods & Marketing**Experience:** 50 Years**Education:** PhD, University of Newcastle, USA; MBA, IBA, University of Dhaka**LinkedIn:** <https://www.linkedin.com/in/syed-alamgir-21549a246/>

Benjir Abrar**Business Development Professional**

The Daily Star

**Professional Biography**

Benjir Abrar is a Business Development professional at The Daily Star, Bangladesh's leading English-language daily newspaper, with 8 years of experience in business development, corporate affairs, and media. He is also the Founder and CEO of Excellence Bangladesh, an organization dedicated to career and skill development for students, and has served as a guest speaker and mentor at university career-development events, including sessions on professional branding and career pathways in marketing.

As a member of the Faculty Industry Advisory Board (FBE-IAB), he brings practical insights into business development, corporate communication, and client relationship management, helping strengthen industry-academia collaboration and expand career development, corporate exposure, and internship opportunities for students.

Expertise

- Business Development & Growth
- Corporate Communication
- Client Relationship Management
- Strategic Networking
- Industry-Academia Collaboration

Organization: The Daily Star**Industry:** Media / Business Development**Experience:** 8 Years**LinkedIn:** <https://www.linkedin.com/in/benjir-abrar-486b74193/>

Dr. Shariful Islam Dulu**Managing Director & Chief Executive Officer**

Marktale Bangladesh

Industry Advisory Board Member**Professional Biography**

Dr. Shariful Islam Dulu is the Managing Director and Chief Executive Officer of Marktale Bangladesh Limited, with 30 years of experience in marketing and international business strategy. He also founded The School of Sales Management Bangladesh. Earlier in his career, he served as Head of Brand Marketing at Abul Khair Group, a diversified conglomerate in the food and beverage sector, contributing to brand development and market analysis across dairy, beverage, and tobacco products, and held senior roles including Executive Director at Euro Bangla Foodstuff Limited and Chief Marketing Officer at TML-NCR. He holds a PhD in Marketing along with graduate and postgraduate degrees from the University of Dhaka and a Postgraduate Diploma in Marketing Communications (PgDMC) from IMC Bangladesh.

As a member of the Faculty Industry Advisory Board (FBE-IAB), he brings extensive corporate leadership and business management expertise, offering strategic perspectives on business strategy, marketing, and organizational management to support curriculum development, industry-academia collaboration, and student mentoring.

Expertise

- Corporate Leadership & Business Strategy
- Marketing & Brand Development
- Business Development
- Organizational Management
- Market Analysis

Organization: Marktale Bangladesh**Industry:** Marketing Consultancy / International Business**Experience:** 30 Years**Education:** PhD in Marketing; Graduate & Postgraduate
University of Dhaka; PgDMC, IMC Bangladesh**LinkedIn:** <https://www.linkedin.com/in/dr-shariful-dulu-20147929/>

Md. Riazul Karim Khan**Deputy General Manager & Head of Marketing**

PRAN-RFL Group

**Professional Biography**

Md. Riazul Karim Khan is the Deputy General Manager and Head of Marketing at PRAN-RFL Group, one of Bangladesh's largest conglomerates, with 28 years of professional experience in strategic marketing, brand management, and consumer goods. He began his career at IDLC Finance before moving into marketing, and has grown through the ranks at PRAN-RFL Group, including a tenure as Senior Brand Manager, before being promoted to lead the marketing function. His expertise spans brand growth, digital strategy, and multi-channel campaigns, and he holds his education from the University of Dhaka.

As a member of the Faculty Industry Advisory Board (FBE-IAB), he brings strong expertise in strategic marketing, brand management, consumer behavior, and sales and distribution, supporting curriculum development, industry-academia collaboration, student internships and placements, and career-oriented learning.

Expertise

- Strategic Marketing & Brand Management
- Consumer Behavior & Market Development
- Sales & Distribution
- Corporate Marketing Practices
- Industry-Academia Collaboration

Organization: PRAN-RFL Group**Industry:** Consumer Goods (FMCG)**Experience:** 28 Years**Education:** University of Dhaka**LinkedIn:** <https://bd.linkedin.com/in/riaz1402>