

Mohammad Mubir Mahmud Chowdhury

Lead Consultant, Beyond Rationale

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With over 11 years of professional experience, mainly working with Grameenphone Ltd., one of the leading multinational companies of Bangladesh, Mr. Md. Mubir M. Chowdhury is an expert in Customer Experience Management and Direct Sales.

He achieved his BBA and Executive MBA degrees from the Institute of Business Administration, University of Dhaka majoring in Marketing.

His strengths and achievements in brief:

- Mr. Chowdhury is an expert in establishing and driving the NPS (Net Promoter System) to measure customer loyalty towards a brand as well as capture and mitigate major customer issues to improve overall customer experience.
- As a Project Manager and a subject matter expert, he successfully managed and delivered the Net Promoter System Implementation project in GP, which was the largest non-commercial project for GP and was considered as the largest and most complex customer centricity enhancement project in the whole Telenor Group.
- He has designed and executed numerous engagement programs for customers as well as GP employees to improve customer centric mindset of the company employees as an enabler to become a truly customer centric organization.
- He also has played key role in developing end-to-end Customer Experience strategy and setting up CEX goal for Grameenphone.
- During his engagement with direct sales, he personally has created and managed different high value key accounts as well as successfully led teams to manage high volume corporate customer portfolio.

Over the time, he has achieved the following professional qualifications:

1. Certified Lean Six Sigma Green Belt
2. Grameenphone Certified Project Management Professional
3. CBI-BITM certified trainer on Export Marketing Plan

Over the last decade of professional engagement, Mr. Chowdhury has acquired a good set of skills, to name a few:

1. **Customer Experience Management**
2. **Net Promoter System (NPS) implementation and management**
3. **Customer Experience framework planning and implementation**
4. **Co-creation panel establishment and management**
5. **Key Account Management**
6. **Project Management**
7. **Lean Six Sigma methodology (continuous improvement)**

Career Summary:

<i>Chief Operating Office Humac Lab Ltd.</i>	<i>Jan 2014 onwards</i>
<i>Managing Partner M/S White Sourcing</i>	<i>Jan 2014 onwards</i>
<i>Channel Management Specialist, VAS, Product Grameenphone Ltd.</i>	<i>Oct – Dec 2013</i>
<i>Strategy & Projects Specialist, Customer Experience Grameenphone Ltd.</i>	<i>May 2010 – Sep 2013</i>
<i>Zone Manager, Business Market, Direct Sales Grameenphone Ltd.</i>	<i>Apr 2006 - Mar 2010</i>
<i>Officer, corporate Sales Grameenphone Ltd.</i>	<i>June 2004 – April 2006</i>
<i>Management Trainee Bank Asia Ltd. February</i>	<i>June 2004</i>
<i>Management Trainee GULF OIL Bangladesh Ltd.</i>	<i>Sep 2003- Jan 2004</i>
<i>Part timer British American Tobacco Bangladesh Ltd.</i>	<i>Feb – May 2003</i>