

Muhaiminul Hossain

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Skills

Strategic Vision & Product
Roadmapping
Digital Branding & Marketing
Product Lifecycle Management
Data Analysis & Business
Intelligence
Cross-Functional Leadership &
Team Building
User Experience Design &
Optimization
Innovation & Growth Hacking
Stakeholder & Partnership
Management
Performance Monitoring & A/B
Testing
Agile Methodology, OKRs
Go-To-Market planning
Software development life cycle

Tools

Figma (Intermediate)
Notion (Advanced)
Miro (Advanced)
Jira (Advanced)
Trello (Advanced)
Metabase(Basic)
Mixpanel (Advanced)
Google analytics (Intermediate)
Github(Basic)
PyCharm(Basic)

Professional Summary

Product leader with **8+ years** driving digital transformation in AgriTech and FinTech, scaling platforms that reach **140k+** farmers, **34k** investors, and **12k+** retailers. Proven track record in **\$145M** investment flows, **\$6.81M** GMV e-commerce, and **\$12.44M** farmer financing. Recognized globally by VISA Accelerator, Google for Startups, and Rippleworks. Adept at building cross-functional teams, leveraging data & AI, and forging partnerships to deliver scalable, sustainable growth.

Experience

iFarmer Limited / Head of Product Management

July 2021 - PRESENT, Dhaka, Bangladesh

Key Achievements

- Scaled iFarmer investment platform to 34,063 investors, managing BDT 15.9B (\$145M+) in lifetime investments, with 65% YoY user growth (2025 vs 2024).
- Increased financial inclusion with 8,496 reinvestments and active base of 21,355 investors in last 3 months.
- Expanded Sofol farmer app to 140k+ registered farmers, enabling BDT 1.8B in financing (bank + non-bank) and activating 629 IFC agents & 69 market facilitators.
- Built KriSHOP marketplace with 11,945 retailers, driving 36,083 successful orders (BDT 749M GMV) and achieving 80% order success rate.
- Grew product catalog to 2,355 SKUs and maintained 9,500+ active retailers.
- Established farmer community platform generating 3,200+ posts, 699 active users, and 87 daily engagements.
- Won VISA Accelerator Program 2024, delivering 113 QR Farmer Cards in pilot with USD 50k grant.

Leadership & Strategy

- Forged global partnerships (Google for Startups, Rippleworks, Dvara).
- Instituted Agile + OKR frameworks, embedding continuous innovation.
- Oversaw product portfolio spanning agri-finance, input commerce, output supply chain, and farmer engagement ecosystems.

iFarmer Limited / Product Manager

July 2020 - June 2021, Dhaka, Bangladesh

- Launched 'SOFOL', streamlining Agri-Advisory and farmer services; 'Kri-Shop', an e-commerce platform for

Education

North South University / Bachelor in Business Administration (Jan 2011 - May 2015)

Major: Marketing

CGPA: 3.23

Certifications

- Code in Place 2024 by Stanford University
- Storytelling for a Change by Acumen
- Social and Business research Methodology by Institute of Business Administration, University of Dhaka
- Human Centered Design by BRAC Social Innovation Lab

Awards

- Managed **USD 50,000** grant for the **VISA Accelerator Program 2024**; implemented POC delivering 113 debit cards to marginalized farmers.
 - Finished in Top 6 in **World Blockchain Hackathon 2020**
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Language

Bengali
English

agri-input retailers; 'i-Core', a core admin panel designed to integrate iFarmer's products for internal stakeholders.

- Revamped iFarmer App 2.0, introducing an Investor Dashboard and digital payments.
- Piloted blockchain in agriculture with InfoCorp.

SureCash / Product Manager

Aug 2019 - June 2020, Dhaka, Bangladesh

- Led the development of TallyKhata and Rechargewalla to enhance efficiency for targeted user bases.
- Designed and developed MVP of Digital Wallet Ecosystem, 'TallyPay'.
- Developed and launched an MVP for the Credit Scoring Model for Micro Merchants using the TallyKhata App.
- Managed UNCDF Shift Fund for digitizing micro-merchants.

BRAC / Senior Executive

Aug 2018 - May 2019, Dhaka, Bangladesh

- Managed Microfinance Call Center Team and devised a growth strategy.
- Built CSA database platform for microfinance applications.
- Created digital loan service processes and applications for microcredit and SME clients.
- Managed the portfolio of creating mobile wallets for 100k million farmers in collaboration with bKash.
- Executed strategic plans for the successful celebration of the Bengali New Year in 2019.

BRAC / Management Professional Staff

May 2017 - July 2018, Dhaka, Bangladesh

- Designed and implemented multiple new products, including the country's first-ever E-commerce Loan with ShopUp, a Cash-Credit Loan for the clients of Microfinance, a wide range of financial services for the RMG workers of Bangladesh, the pilot of Job-Holder's Loan, and the strategy for expansion.
- Created a human-centered design module to empower underprivileged women financially through mobile platforms and bKash.
- Designed solution for Cash Management in microfinance branch operations; cashless branch concept.

BRAC / Young Professional Trainee

May 2016 - April 2017, Dhaka, Bangladesh

- Supervised branch functioning, maintaining a BDT 5 Crore portfolio alongside servicing 3000 active clients.
- Conducted market research assessing BRAC Chicken's potential in Dhaka City.

Kaymu Bangladesh / Order Processing Executive

Aug 2015 - April 2016, Dhaka, Bangladesh