

Muhaiminul Hossain

Contact

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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

Dynamic product strategist with 8+ years leading digital product growth across AgriTech and FinTech. Proven success crafting product roadmaps, building and scaling cross-functional teams, and driving data-driven user growth through innovation, branding, and strategic partnerships. Expert at translating insights into market-winning solutions that deliver sustainable business impact.

Experience

iFarmer Limited / Head of Product Management

July 2021 - PRESENT, Dhaka, Bangladesh

- Developed a payment system that secured the winner of **VISA Accelerator Programme 2024 cohort**.
- Formulated standardized branding strategies for enhanced market presence.
- Directed end-to-end UX/UI cycles — wireframing, prototyping, usability testing — enhancing customer satisfaction and retention.
- Led the development and rollout of innovative digital solutions like the **QR-based Farmer Card**, strengthening closed-loop transactions.
- Integrated data insights and user feedback to optimize features and drive engagement.
- Spearheaded branding strategies, boosting iFarmer's market presence and partner trust.
- Forged strategic partnerships with global accelerators like **Google for Startups** and **Rippleworks**.
- Implemented Agile methodologies and OKR frameworks to foster continuous innovation.

iFarmer Limited / Product Manager

July 2020 - June 2021, Dhaka, Bangladesh

- Launched 'SOFOL', streamlining Agri-Advisory and farmer services.
- Developed 'Kri-Shop', an e-commerce platform for agri-input retailers.
- Led the creation of 'i-Core', an admin panel designed to integrate iFarmer's products for internal stakeholders.
- Revamped iFarmer App 2.0, introducing an Investor Dashboard and digital payments.
- Initiated an exploratory project with InfoCorp on using blockchain technology within the agriculture sector.

SureCash / Product Manager

Aug 2019 - June 2020, Dhaka, Bangladesh

- Led the development of TallyKhata and Rechargewalla to enhance efficiency for targeted user bases.

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

- 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 a CSA database platform for microfinance applications.
- Created digital loan service processes and applications for microcredit and SME clients.
- Streamlined branch-level operations for better performance.
- Oversaw CSA portfolio management while functioning as the main contact for bKash in the microfinance sector on a mobile financial platform.
- Executed strategic plans for the successful celebration of the Bengali New Year in 2019.
- Implemented training focused on financial education.

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.
- Directed initiative managing surplus funds for microfinance branch operations.
- Created an innovative solution to support the cashless branch concept.
- Designed a comprehensive product mapping strategy at Brac Microfinance.

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

- Secured top commission collection rate (95%) in February 2016.
- Conceptualised the establishment of two newly defined job posts.