



Dr. Syed Alamgir

Designation:

Managing Director, ACI Salt Limited

Executive Director, ACI Limited

Education:

MBA 6th Batch, 1975

Institute of Business Administration, University of Dhaka

PhD, 2006

University of New Castle, Oregon, USA

Work Experience:

- **1976 - 1992:**

Various Top Management Positions including Chief of Marketing, Sales, Distribution and Administration in **Rhone Poulenc Bangladesh (Now Aventis Pharma)**.

- **1992 – 1998:**

Group Marketing Director of **Jamuna Group of Companies**. Launched and successfully managed new business ventures like: Pegasus shoes, Jamuna Welding, Jamuna knitting & Dyeing Ltd. and Aromatic Cosmetics Ltd.

- **1998 – Present:**

Executive Director, ACI Limited

Managing Director, ACI Salt Limited

Board Director, 7 ACI affiliated/JV companies

Nurtured ACI Aerosol and Savlon brand to attain enviable market share of over 80%. ACI Mosquito Coil became the No. 1 player in the market beating the long reigning multinational competitor in Bangladesh. Introduced a new Brand “Pure” for the portfolio of healthy necessity food items. ACI Pure Salt was the first to launch in the market in 2005 and was awarded the “Best Brand” in 2008, 2011 and 2012. The ACI Pure portfolio now consists of Salt, Flour, Spice, Sugar, Edible Oil, Rice, Pulse and other daily necessity commodity food item.

Credentials:

- Well known in international marketing arena for his pioneering ideology of ‘**Halal products**’. Marketing Guru Professor Philip Kotler has mentioned the clever positioning of 100% Halal Soap idea, in his latest edition of ‘Principles of Marketing – A South Asian Perspective’ 2010 (page 76).
- Awarded the “**Best Marketing Director**” from Rapport Bangladesh in 2002.
- Awarded the “**Retail Person of the Year**” in the Asian Retail Congress 2014.
- Founder President of **MBA Association of Bangladesh (MAB)**.
- President of **the Bangladesh-Greece Chamber of Commerce and Industry (BGCCI)**.
- Part-time faculty, **North South University, Bangladesh**
- Part-time faculty, **Southeast University, Bangladesh**.