

התורה
העתיקה



The Banyan

Syed Gousul Alam Shaon
Managing Director

Strategy & Creative Chief



Total experience: 24 years

Worked with: Redifusion DY&R, Delhi;
McCann Dhaka; Asiatic JWT; Grey
Advertising Bangladesh Limited

Specialization: Business leadership,
Strategic thinking, Creative communication,
Cultural narrative, Copy crafting

Superpower: Brand Building & Ideation

Relationship with Grameenphone: 13+ years

Brands I have worked for: Grameenphone, Coca-Cola, Nestle, GSK, Perfetti Van Melle, International Cricket Council, Digital Healthcare Solutions, Global Alliance for Improved Nutrition, United Commercial Bank, Eastern Bank Ltd., Ispahani Tea Ltd., New Zealand Dairy Products Ltd., Government of the Peoples' Republic of Bangladesh, Safaa Innovations Ltd., Aktel, etc.

Achievement

Most Awarded Agency Chief for 10+ Years

Awards:

- Cannes Lions 2016 (Gold) & 2019 (Silver & Bronze)
- Spikes Asia (Grand Prix, Gold, Silver and Bronze)
- AdStars (Crystal, Grand Prix, Silver and Bronze)
- AdFest 2014 (Silver)
- APAC Effie 2008 (Silver)

Jury:

- Film Craft Jury - Spikes Asia 2016
- Outdoor & Direct Jury – Spikes Asia 2021
- Jury President: Commward 2015-2021



The Ring Master

Syed Mohammed Tariq
COO

Business Lead



Total experience: 22 years

Worked with: Bitopi Advertising, Cogito Marketing Solution, Grey Advertising Bangladesh Limited

Specialization: Business P&L management, Account Management, Agency Operation

Superpower: Strategic Operation

Relationship with Grameenphone & Coca-Cola: 6+ years

Brands I have worked for: Grameenphone, Coca-Cola, Nestle, GSK, United Commercial Bank, New Zealand Dairy Products Ltd., Social Marketing Company, City Group (Teer brands), AB Bank Limited, Citycell, Scan Cement, Singer Bangladesh Limited, Berger Paints, Ministry of ICT, Omera, Total, Meghna group, Akij Food & Beverages Ltd, Anwar group,

Achievement

Awards:

- Cannes Lions 2019 (Silver & Bronze) 2022 (Silver & Bronze)
- Spikes Asia (Grand Prix, Gold, Silver and Bronze)
- AdStars (Crystal, Grand Prix, Silver and Bronze)



The Cool One

Shaiful Azim Mohim
Consultant



Total experience: 25 years

Worked with: Bangladesh Government, Coca-Cola, Grameenphone, JTI, BAT, British Council , ILO , UNICEF, WFP, ICT Ministry, Prothom Alo

Specialization: Client Management, Event and Activation Management, Project Management

Superpower: Proactive leadership

Notable Projects

- Digital World 2014, 2015, 2016, 2017 (ICT Ministry & Bangladesh Computer Council)
- Joy Bangla Concert 2015, 2017, 2020 (CRI)
- Prothom Alo Borno Mela & Social Campaign
- Icc T20 World Cup 2014
- Fifa World Cup 2022 Trophy Tour Of Bangladesh. Coca-Cola BD
- Navy International Fleet Review 2022, Bangladesh Navy
- Bangabandhu Military Museum, Bangladesh Navy
- Birth Centenary Celebration Of Bangabandhu ICPC World Finals 2022

Achievement

Awards:

- Cannes Gold on Eco Cooler The Zero Electricity Air Cooler
- FIFA World Cup Trophy Tour by Coca-Cola Market Awards 2022- Best Coke Studio Music Activation A Magical Unveiling
- Grand Prix in Uber Unhonk Activation



The Master Chef

Jaiyyanul Huq
Chief Creative Officer



Total experience: 22 years

Worked with: Foodpanda Thailand, Grey Advertising Bangladesh Limited, A Positive, Lemon Communications, Carrot Communications, Delivery Hero Thailand

Specialization: Digital Transformation, Creative Strategy, Creative Direction, Performance Marketing for Digital Products, Paid Social, CRM

Super power: Ability to read and embody pop culture and translate data into culture embedding ideas

Brands I have worked for: Coca-Cola, Grameenphone, Tiger Beer, Generali Insurance, Menarini, Nokia, Sanofi Aventis Vietnam, foodpanda Regional, JTI, BATB, BRAC Bank, VP Bank Vietnam, YOLO lifestyle Wallet

Achievement

Awards:

- Cannes Lion 2014, 2016
- Warc Prize for Asian Strategy 2015
- Adstars Busan 2014
- Spikes Asia 2014
- Srijon Samman 2005, 2007

Jury:

- Adstars Busan 2019
- New York Festivals Advertising Awards 2019
- Dragons of Asia 2018



The Busy Bee

Imrul Ehsan

Head of Commercial & Co-ordination



Total experience: 20 years

Worked with: M J Abedin & Co. , Evercare Hospitals, Maersk Line, Wings Group, Bitopi Group, Elegant Group and Grey Bangladesh

Superpower: Business driven financial acumen

Achievements: MBA from DU, CA (Inter) from ICAB

Specialization: Finance transformation, ERP implementation, Place of work administration
Implementation of best possible financial controls and structures to enable non-finance functions such as sales, marketing and procurement to streamline their expenditure and make well-informed business decisions.



The Show Runner

Jihad Bin Tahzeeb

Associate Vice President



Total experience: 10 years

Worked with: Grameenphone, Dabur
Bangladesh & Grey Advertising
Bangladesh Ltd

Specialization: Account Management

Superpower: Project Management

Brands I have worked for: Coca-Cola, GSK, United
Commercial Bank, New Zealand Dairy Products
Ltd., Total, Akij Food & Beverages Ltd, Dabur

Achievement

Awards:

- Cannes Lions 2019 (Silver & Bronze) 2022 (Silver & Bronze)
- Spikes Asia (Grand Prix, Gold, Silver and Bronze)
- AdStars (Crystal, Grand Prix, Silver and Bronze)



Master of Words

K.M. Mehedi Hasan Ansari
Executive Creative Director



Total experience: 18+ years

Worked with: Protishabda Communications Ltd (Saatchi & Saatchi affiliate), Ogilvy Bangladesh private Ltd., Grey Advertising Bangladesh Ltd.

Specialisation: Creative strategy, Copy crafting

Superpower: Prompt thinking and Word twisting

Brands I have worked for: Grameenphone, Coca-Cola, Nestle, GSK, HSBC, Perfetti Van Melle, Unilever, P&G, New Zealand Dairy Products Ltd., Government of the Peoples' Republic of Bangladesh, ACI, Golden harvest, Citycell, Arla foods, Ispahani, APEX, MasterCard and many more

Achievement

Awards:

- APAC Effies 2011
- Commward 2011-2020
- Srijan Shamman 2009, 2010



Mr. Excellent

Mahfuzur Rahman Masum
Head of Experiential Marketing



Total experience: 16 years

Worked with: Grey Advertising Bangladesh Limited, Asiatic Experiential Marketing Ltd, International Cricket Council, BCB, CRI

Specialisation: Governmental Project Coordination, Project Management, Event and Activation Management

Superpower: Stakeholder Management

Brands I have worked for: Bangladesh Government, Ministry Of Power Energy And Mineral Resources, ICT Ministry, UNDP, UNICEF, WFP, Ministry Of Cultural Affairs, ILO, Coca-Cola, Grameenphone, JTI, BAT, British Council and many more

Achievement

Awards:

- FIFA World Cup Trophy Tour by Coca-Cola Market Awards 2022- Best Coke Studio Music Activation A Magical Unveiling
- Grand Prix in Ekhanei.com Virtual Haat Caravan
- Young Bangla 2015
- Ministry of Planning Mrittunjoyi Bangladesh



Finance Wizard

Faysal Islam
Head of Accounts – F&A



Total experience: 11+ years

Worked with: Energypac Engineering Limited, Ernst & Young Global Limited, A. Qasem & Co., Chartered Accountants

Specialisation: Budgeting, Forecasting & Financial Analysis, SOP development & implementation

Superpower: Prompt thinking and Word twisting

Cross border Business Acumen: China, India, Hong Kong, Indonesia, Malaysia, Thailand, Singapore, UK

Achievement

Associate Chartered Accountant-ACA, ICAB.
Affiliate Chartered Public Finance and Accountant-CIPFA. Income Tax Practitioner, NBR
Bachelor of Laws-National University.
Master of Business Studies in Accounting-National University. Bachelor of Business Studies in Accounting-National University.

A team of leaders with the experience of serving some of the most prestigious brands of the country

Average experience of 15+ years





50 and counting....

Office Building

House 16, Road 10A, Banani, Dhaka 1212



נחלת פרי











We've done our first event in May!

Picard
Bangladesh



**We've onboarded our very first
in the first month**



Akij Bakers

And a big one!

Coke Birth

sheba.xyz.Birth



T.K. GROUP

Birth

THANK YOU