




# Executive Business Portfolio

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## My Leadership Identity

I am not just a Human Resources professional — I am a **strategic business partner** and **growth enabler** who leverages people, data, and systems to drive transformation. Over the last two decades, I've led enterprise-wide HR operations across Bangladesh's leading organizations in media, garments, telecom, and real estate — consistently delivering business outcomes through strategic human capital leadership.

**What sets me apart?** I blend vision with execution. I understand culture as deeply as compliance. And I build HR ecosystems that move fast, scale well, and make companies *resilient, relevant, and respected*.

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## What I Bring to the Table

### Strategic Execution

- HR Transformation for complex, multi-SBU organizations
- Workforce planning and capability building aligned with business growth
- Culture reengineering during periods of rapid expansion, M&A, or restructuring
- KPI/OKR implementation with direct ties to business outcomes

### People & Performance Architect

- Leadership development programs across C-level to front-line
- Performance management frameworks tailored to creative, technical, and operational teams
- Succession planning for critical roles across the enterprise
- Agile talent acquisition with reduced TAT and strategic sourcing pipelines

### Governance & Compliance

- End-to-end HR policy ecosystems including grievance, ethics, DEI, and discipline

- Legal compliance across garments, media, and international vendor standards
  - Transparent freelancer and contract management frameworks in media HR
  - HR audit systems aligned with national and global best practices
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## Leadership Highlights

### ◆ RTV – General Manager HR (2024–Present)

- Architected HR digitization for a fast-paced national media house
- Launched industry-specific wellness programs reducing production stress leave by 20%
- Reduced creative talent recruitment lead time by 40%
- Instituted DEI, culture-building, and engagement systems for 24/7 operations

### ◆ Soptorsi Group – CHRO (2020–2024)

- Led strategic HR across 8 sectors: garments, agriculture, retail, real estate
- Reduced attrition from 34% to 6% in 18 months
- Introduced employer branding, multiskilling, and 360° feedback systems
- Delivered a full-scale L&D transformation tied to performance appraisal

### ◆ DIRD & Knit Asia – Group HR Head (2010–2019)

- Directed HR for 50+ production units and 17 SBUs
  - Implemented KPI-based performance and job evaluation systems
  - Conducted 400+ training programs; initiated internal coaching frameworks
  - Handled 200+ conflict and grievance cases with documented resolution impact
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## My Strategic Value Proposition

| BUSINESS NEED                   | MY SOLUTION   | IMPACT   |
|---------------------------------|---|--|
| High attrition & low engagement | Built retention engines: career pathing, feedback culture, LFA programs | Attrition ↓28%, internal promotion ↑30%            |
| Recruitment delays              | Created agile talent pool and ATS integration                           | Hiring lead time ↓65%                              |
| Low L&D effectiveness           | Built data-backed TNA → tailored content → impact-led evaluations       | ROI tracking on training, capability uplift        |
| Lack of culture alignment       | Introduced DEI, recognition, ethics charters, “freedom to speak”        | Improved trust, inclusion, and satisfaction        |
| HR fragmentation across SBUs    | Centralized HR shared services with cross-functional liaisons           | Cost savings, faster service delivery, consistency |



## Sample Executive Dashboards & Metrics

- **Recruitment Efficiency:** ↓65% time-to-hire | ↓45% cost-per-hire
  - **Retention Success:** ↓28% attrition | ↑35% engagement index
  - **Performance Impact:** 100% KPI adoption | Annual appraisal cycle closure ↑95%
  - **L&D ROI:** 500+ programs | 80% positive learning transfer
  - **Audit & Governance:** 0 major non-compliance in 5 years | 100% policy rollout
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## My Philosophy as a Leader

“Great HR does not slow business down — it accelerates growth by aligning culture, capacity, and clarity. My role is to make HR both invisible in friction and visible in value.”