

# Executive Business Portfolio

## Abu Sadeeqe Mohammad Alim

Chief Human Resources Officer | Strategic People Architect | Culture & Change Leader

 Dhaka, Bangladesh |  abu.alim@gmail.com |  +8801712654155

 [linkedin.com/in/abu-alim](https://linkedin.com/in/abu-alim)

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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

### ◆ Soporsi 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.”