

Professional Portfolio of

Abu Noyem Mohammed Sharif (Noyem Sharif)

Growth Marketing Strategist | Business Leader | CEO

International Trade & Real Estate Professional



"Transforming Businesses into Reliable Brands."

Executive Profile:

Noyem Sharif is a distinguished business executive, growth marketing strategist, and corporate leader with over 16 years of diversified experience across Real Estate, International Trade, Strategic Consultancy, Telecommunications, FMCG, Facility Management, Digital Marketing, and the Global Exhibition (MICE) industry.

He currently serves as the Chief Executive Officer (CEO) of Mascot Properties Ltd., a flagship concern of the Mascot Group, where he leads corporate strategy, business growth, brand development, sales transformation, and organizational excellence. His leadership philosophy combines innovation, customer-centric thinking, and data-driven decision-making to create sustainable business value and long-term organizational growth.

Professional Mission:

To empower organizations through strategic leadership, innovative marketing, international business collaboration, and sustainable growth strategies that transform businesses into trusted and respected brands.

Professional Experience:

Throughout his career, Noyem Sharif has successfully led strategic initiatives for several renowned national and international organizations, including:

- Mascot Properties Ltd. – Chief Executive Officer (CEO)
- Ratul Properties, Rupayan Group – Head of Marketing
- CEMS Global (USA & Asia Pacific) – Head of Marketing & Sales
- M.M. Isphani Ltd. – Zonal In-charge, Sales Force Training & Management
- Grameenphone Ltd. - Commercial Division
- Leading organizations in the FMCG, Telecom, Facility Management, International Trade, and Exhibition sectors.

His professional journey reflects expertise in building brands, expanding markets, strengthening customer engagement, and driving measurable business performance across multiple industries.

Core Areas of Expertise:

Strategic Leadership -

- Corporate Strategy
- Business Transformation
- Organizational Development
- Business Expansion
- Strategic Consultancy

Marketing & Branding -

- Growth Marketing
- Brand Strategy
- Brand Positioning
- Integrated Marketing Communications

- Digital Marketing
- Performance Marketing
- Marketing Automation

Business Development -

- Sales Leadership
- Customer Experience
- Market Expansion
- Distribution Strategy
- Channel Development
- B2B & B2G Business Development

International Business -

- International Trade
- Business Facilitation
- Cross-border Partnerships
- Global Sourcing
- Trade Promotion
- Import & Export Strategy

Real Estate -

- Property Marketing
- Real Estate Investment
- Project Launch Strategy
- Customer Acquisition
- Property Consultancy

Project & Operations -

- Project Management
- Process Improvement
- Team Leadership
- KPI Management
- Performance Optimization

International Exposure:

Noyem Sharif has represented organizations in numerous international trade exhibitions, business forums, and networking events across Asia. His experience includes business collaborations with global stakeholders in:

- China
- India
- Sri Lanka
- Myanmar
- Malaysia

These experiences have strengthened his expertise in international business development, sourcing, and strategic partnerships.

Training & Knowledge Sharing:

A passionate trainer and mentor, Noyem has delivered more than 1,000 hours of professional training, empowering over 2,000 professionals in:

- Sales Excellence
- Marketing Strategy
- Brand Development
- Leadership

- Customer Relationship Management
- Corporate Communication
- Team Development
- Business Growth Strategy

He believes that developing people is the most sustainable investment any organization can make.

Professional Philosophy:

Noyem believes that every successful organization is built on five strategic pillars:

- Visionary Leadership
- Customer Trust
- Innovation
- Strong Corporate Culture
- Continuous Improvement

His approach integrates strategic thinking with practical execution to create lasting business success.

Leadership Values:

- Integrity
- Accountability
- Innovation
- Collaboration
- Professional Excellence
- Lifelong Learning
- Customer-Centric Thinking

Industries Served:

- Real Estate
- Strategic Consultancy
- International Trade
- Global Exhibitions (MICE)
- Telecommunications
- FMCG
- Facility Management
- Digital Business
- Corporate Services
- Retail & Distribution

Personal Brand Statement:

Helping businesses grow through strategic thinking, innovative marketing, operational excellence, and international business collaboration.

“Transforming Businesses into Reliable Brands.”

Connect with **Noyem Sharif**

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