

PORTFOLIO OF

NOYEM SHARIF

Chief Executive Officer (CEO)

Mascot Properties Ltd. A company of **MASCOT GROUP**



Noyem Sharif is currently serving as the Chief Executive Officer at Mascot Properties, a reliable realtor company under the prestigious MASCOT GROUP. His journey exemplifies remarkable growth and strategic leadership, positioning him as a visionary in transforming businesses into renowned brands. With over 15 years of extensive experience across diverse industries, Noyem has consistently demonstrated his prowess in elevating market presence and brand positioning.

Professional Journey:

- **Head of Marketing, Ratul Properties, RUPAYAN Group:** In his previous role, Noyem was instrumental in driving market share and enhancing brand positioning. He was responsible for overall brand positioning, defining unique selling propositions (USP), and creating comprehensive brand guidelines. His role encompassed planning, executing, monitoring, and coordinating all marketing and brand communications for the company. His expertise in market research and analysis enabled strategic decisions that significantly influenced business sales strategies and branding.
- **Head of Marketing & Sales, CEMS Global USA & Asia Pacific:** Noyem led international marketing efforts, particularly in the Chinese market, for a company operating in nine countries and organizing over 49 trade events annually. He was pivotal in establishing the brand identity of various trade companies through integrated marketing efforts. His responsibilities included developing and implementing short and long-term communication strategies, managing overall budget processes, and planning long-term financial strategies.
- **Zonal In-charge of Sales Forces Training & Management, M.M. Ispahani Ltd.** Noyem's role involved ensuring effective sales force training, supervision, and management to develop superior selling and operational skills among the field sales team. His mission was to deliver customized training programs aimed at enhancing the company's business performance.

Training and Development Expertise:

Noyem has a rich background in creating and implementing high-profile business strategies, encompassing sales, marketing, events, expos, media, and PR across various industries. He has facilitated over 1,000 hours of training, impacting more than 2,000 employees. His training portfolio includes prominent organizations such as Prome Agro Foods Limited, MBM-Munshi Bangladesh Limited, Independent University Bangladesh, and the Canadian University of Bangladesh.

Educational Background and Certifications:

Noyem Sharif holds a postgraduate degree from Independent University-Bangladesh and has completed certificate courses from the Institute of Business Administration (IBA), Dhaka University. He has acquired several professional certifications from various local and international training institutes.

Areas of Expertise:

Marketing and Strategic Planning
Brand Positioning and Management
Product and Concept Development
New Channel and Business Plan Development
Advertising and Marketing Communication
Cross-functional Project Leadership
Handling Unforeseen Marketing Emergencies (e.g., Product Recalls, Public Relations)

Noyem Sharif's dedication to excellence and strategic insight continues to drive Mascot Properties toward new heights, solidifying its reputation as a leader in the real estate industry.