



## **Mohammad Zubayed UI Islam**

Director, Retail Sales

Mohammad Zubayed UI Islam, a Marketing professional with over two decades of experience in Sales, Brand Marketing, Trade Marketing & Distribution and Marketing Strategy & Planning in MNCs, joined Singer Bangladesh Limited as Sales Director, Retail on January 16, 2024. Prior to joining Singer, Zubayed was the Sales Director of Banglalink Communications Limited for 5 years.

Before joining Banglalink, Zubayed was in British American Tobacco Bangladesh where he started his career as Territory Officer and gradually moved up to the position of Head of Trade Marketing & Distribution. He also has 7 years of international experience, working in BAT Egypt, BAT Pakistan and BAT South Korea in different dimensions in Brand, Trade and Marketing Strategy & Planning. He also looked after big brands like JPGL and B&H before moving for his international assignment in BAT Egypt in February 2008.

Zubayed holds a BBA from the Institute of Business Administration, (IBA), University of Dhaka. He has participated in numerous international courses on Strategy, Leadership, and Marketing mostly at UK and renowned institutions such as INSEAD. He also received several major awards both in local and international assignments.