

Resume of Mohammad Maruf Hasan

KEY EXPERTISE

I am a Business and Pharmacy graduate from the University of Dhaka having nineteen years of experience in both the development and private sector including the global health, agriculture and food industry and pharmaceutical business. I have diversified knowledge and skills in multiple disciplines including private sector engagement, market system & value chain, mobilizing corporate social responsibility, procurement & supply chain and partnership development.

Recently, I started working with **Jhpiego** to manage a couple of **USAID's** projects in health system strengthening areas. I provided technical assistance and coordination support to the multi-donors and Government inter agencies for project accomplishment. Moreover, I assist Bangladesh Government to develop a **partnership strategy** and ensure **private sector engagement** through strategic alliances for a resilient health system. Besides these, I also worked as a consultant in the **C19RM** project under the **USAID** program - Medicines, Technologies and Pharmaceutical Services (**MTaPS**), implemented by **MSH**.

Furthermore, I worked as a consortium strategic market lead for **USAID's** Advancing Universal Health Coverage project, led by Chemonics where I have demonstrated experience in developing sustainable business models and private partnership strategies for the Surjer Hashi Network (**SHN**) – the largest primary healthcare network in Bangladesh. I shepherded the private sector engagement strategy and mobilized several partnerships. First, we negotiated with bKash - the country's largest mobile financial service to invest in SHN clinics by extending the e-wallet network. Second, we managed Marico Bangladesh to invest their marketing budget in SHN clinics for promotional campaigns. Third, we partnered with Square Toiletries to set up an adolescent kiosk in the SHN clinics to promote health and hygiene products. Finally, the project signed MoU with the top 11 pharmaceutical companies for medicines with a subsidized price.

In addition to these, I worked at **Abt Associates** where my major responsibility has to provide technical assistance to a **USAID** project - Sustaining Health Outcomes through the Private Sector (**SHOPS**) **Plus, Afghanistan**. In **SHOPS Plus**, I assist the **Afghan Social Marketing Organization (ASMO)** to develop a sustainable strategic plan, efficient **market system**, standard commodity **procurement** system, and **partnership** through developing SOP and identifying channel partners. Furthermore, I have also private sector experience both in **Incepta Pharmaceuticals Ltd.** and **Route to Market Int. Ltd. (RTM)** as a part of senior management where my major responsibility is to manage the operation through smooth **supply chain** and **public-private partnership**.

PROFESSIONAL EXPERIENCE SUMMARY: 19 YEARS

Organization	Portfolio objective	Position
Jhpiego	Program management, coordination and Partnership Value: USD 20 million	Advisor
Management Science for Health (MSH)	Supply chain and partnership management, PSE Value: USD 19 million	Consultant
Abt Associates	Private sector engagement, partnership management Value: USD 30 million	Consultant
Population Services Int. (PSI)	Partnership, PSE, sustainable business plan Value: USD 90 million	Advisor
Incepta Pharmaceuticals Ltd.	Private partnership and supply chain management, business operation	Management

CAREER DETAILS

1. Organization: Jhpiego

Business type: Non-profit international development organization

Position title: Start up Advisor

As an advisor, I am assigned to a health system strengthening project RISE to manage two USAID programs including Test to Treat (T2T) and Covid-19 Response Mechanism (C19RM).

Location: Dhaka, Bangladesh

Duration: August 2022 to continue.

Key Responsibilities:

- Lead overall implementation, managing a diverse team and maintaining day-to-day contact with USAID, MOH&FW, UNOPS, Global Fund and other counterparts
- Develop and implement a phase-out implementation plan for the major activities
- Support the team to ensure the capacity building of partner NGOs and health facility staff
- Ensure rapid rollout of community sensitization and mobilization activities
- Provide support to the finance team in ensuring compliance with USAID standards.
- Facilitate the timely installation of the PSA oxygen plants in 29 government selected sites
- Develop strong relationships with key external and internal stakeholders including government officials, affiliated institutes, and partners
- Participate in the business development process;
- Contribute to the knowledge-sharing and transfer process;
- Responsible to make decisions that result in time and cost containment and clear accountability

2. Organization: Management Sciences for Health (MSH)

Business type: Non-profit international development organization

Position title: Consultant

As a Consultant, I was assigned in a health system strengthening project **C19RM fast track** under the **USAID** program – the Medicines, Technologies and Pharmaceutical Services (**MTaPS**) implemented by MSH, to coordinate the program activities among the stakeholders including the Global Fund, UNOPS, DGHS, NMEP & others.

Location: Dhaka, Bangladesh

Duration: February to July 2022

Key Responsibilities:

- Establish strong coordination and communication mechanisms among the key stakeholders, including DGHS (NMEP, CDC, UNOPS)
- Facilitate the timely installation of the PSA oxygen plants in 29 government-selected sites
- Assist NMEP, CDC, DGHS through designing the in-country distribution matrix for the oxygen-related equipment and consumables to be procured through C19RM fast-track funding
- Assist the private sector to maintain the oxygen plants during and after the project period
- Build partnerships to develop skilled human resources to operate the oxygen plants
- Support regular procurement contract development and management of C19RM fast-track items
- Prepare periodic and technical reports, including communication materials

3. Organization: Abt Associates

Business type: Non-profit international development organization

Position title: Consultant

As a Consultant, I was assigned to a USAID-funded project – Sustaining Health Outcomes through the Private Sector (SHOPS) Plus, Afghanistan to provide technical assistance to ASMO (Afghan Social Marketing Organization) team so that ASMO become sustainable through effective strategy and planning and ensure smooth supply of commodity products through promoting FP, MNCH products and services.

Location: Kabul, Afghanistan.

Duration: March 2020 to September 2021

Key Responsibilities:

Develop effective partnership strategy and ensure private sector engagement

- Provide assistance to find out the appropriate partners to ensure forward and backward linkage in the supply system
- Develop and finalize the roles and responsibilities of the teams of ASMO and the partners
- Develop monitoring plan for assessing performance of the partner and ASMO teams
- Develop strategic plan to ensure long-term involvement of the private sector

Conduct the need gap assessments within market systems, training and develop effective strategies and plans to address the gaps

- Identify need-gaps and develop a training curriculum covering planning and target setting, monitoring and supervision, reporting apps and commission structure and payment
- New products procured and launched and develop a process to forecast of ASMO products
- Performance monitoring

Develop long-term business plan for making the organization financially sustainable

- Develop long-term strategy for ASMO by considering program objectives and deliverables
- Conduct trainings to the team for implementing the plan
- Assist the team to implement the plan, monitor and evaluate the performance

4. Organization: Population Services International (PSI)

Business type: Non-profit international development organization

Position title: Marketing Advisor

As a Marketing Advisor, I was assigned in a USAID funded project – AUHC (Advancing Universal Health Coverage) in Bangladesh to prepare and implement sustainable business plan for their MNCH services.

Location: Dhaka, Bangladesh

Duration: November 2018 to December 2019.

Key Responsibilities:

Develop both internal & external relationships with potential partners

- Develop an effective ongoing relationship with the internal business management team as well as external private sector partners
- Test business ideas through prototyping, research including IDIs, FGDs, exit interviews, pretesting and piloting by considering double bottom line
- Nurture effective working relationships with key external business partners including research agencies, media firms & creative agencies

Provide technical support to achieve the business goal for social enterprise

- Develop in conjunction with aligned internal & external teams detailed marketing plans
- Increase data-driven decision making, resulting in better consumer & market insight
- Ensure rigor in the marketing planning process to achieve business marketing & financial goals

Develop an efficient value chain for commodity items and pharmaceutical products

- Develop SOP for commodity procurement and ensure smooth supply
- Establish an efficient process for pharmaceutical products procurement system
- Collect and analyse data to improve the procurement process on regular basis
- Work with partners for continuous improvement of distribution and supply chain

Ensure proper communication strategy and coordinate all stakeholders

- Develop and implement strategy for corporate and consumer communication and branding guideline for SHN
- Developing a compelling position & campaigns to drive success of the launch of SHN including service packages & an upgraded consumer experience

5. Organization: Route to Market International Limited

Business type: Private organization engaged in consumer business

Position title: Head of Business Development

As a Head of Business Development, I was assigned to develop new partnership, improve relationship with the stakeholders and ensure smooth supply of FMCG products including nutritional, personal care and hygiene products.

Location: Dhaka, Bangladesh

Duration: March 2016 to October 2018

Key Responsibilities:

- Find out new partners, develop proposal and MOU to build and maintain partnership
- Monitor and evaluate the program to make the partnership sustainable in the long run
- Assist the team to find out the channel partners and develop strategy to retain the partnership
- Provide technical support to ensure business growth through appointing new partners and managing existing business partners
- Monitor the supply chain system and take necessary actions to improve the process
- Supervise the team and improve the team performance through capacity building and training
- Responsible to achieve the target through increasing the portfolio and distribution coverage

6. Organization: Third Eye Global Service Limited

Business type: Private organization engaged in agribusiness and consumer business

Position title: DGM, Head of Marketing

As a Head of marketing, I was assigned to manage a business of poultry feed products and FMCG distribution by supervising a skilled team.

Location: Dhaka, Bangladesh

Duration: September 2013 to February 2016

Key Responsibilities:

- Build and maintain relationship with all stakeholders
- Appoint, manage and also increase efficiency of channel partners
- Develop an efficient value chain by considering climate change and nutritional requirement
- Develop anchor business plan to avail new opportunities
- Improve value chain through proper planning and research

7. Organization: Incepta Pharmaceuticals Limited

Business type: Private organization engaged in pharmaceuticals business (human and veterinary)

Position: Senior Manager, Marketing Strategy Department

As a senior manager, I was assigned to manage an MNCH portfolio of USD 50 million by supervising a large sales and marketing team and responsible to plan and implement new projects.

Location: Dhaka, Bangladesh

Duration: November 2003 to April 2013

Key Responsibilities:

Develop partnership strategy and efficient value chain

- Engage channel partners and develop strategy to maintain long-term partnership
- Build and maintain relationship with the key opinion leaders and associations to achieve the organization's goal

Develop business plans for introducing new product & business channels & opportunities

- Prepare annual marketing plan for existing portfolio
- Utilize and implement pricing strategy to launch new product
- Prepare new product proposal with feasibility study
- Expand the brand footprint by tapping new channels/areas like Rural, Institutions etc.

Managing projects (vaccine, veterinary medicine) through planning, monitoring and evaluation

- Working as a project head, feasibility study, business plan, analysis and strategy
- Implement a project through vertical integration (upward and downward) of all stakeholders

EDUCATION

1. Master of Business Administration (MBA) with a major in Marketing from University of Dhaka, Dhaka, Bangladesh - 2009
2. Master of Pharmacy (M. Pharm) with a major in Pharmacuetical Technology from University of Dhaka, Dhaka, Bangladesh - 2001
3. Bachelor of Pharmacy (B. Pharm) from University of Dhaka, Dhaka, Bangladesh - 2000

INTERNATIONAL TRAINING PROGRAMS AND SEMINARS

Name	Organization	Location	Duration
Strategic Marketing	IMS	Dubai, UAE	3 days
Management development program	SMSRC	Kunming, China	3 days
Tactical marketing	IMS	Penang, Malaysia	3 days
Product management development program	CMARC	Calcutta, India	5 days