

AKIB HASAN SRABON

Scaling Digital Finance to 1M+ Merchants in Bangladesh
(+880) 01303 023375 | akib.srabon@gmail.com | www.linkedin.com/in/akibsrabon/

PROFILE

Product Owner at bKash Limited with 7+ years of experience turning ideas into products and campaigns that deliver results. I have worked across fintech, e-commerce, print media, and food & beverage—leading strategies, managing growth operations, and creating market-ready solutions. From transforming traditional food products into premium brands to launching impactful digital, offline, and fintech campaigns, my focus has always been the same: build things people use, value, and remember.

EXPERIENCE



Assistant Manager – Product Management, Merchant Products
bKash Limited | **A fintech company who attaches wallet with a mobile number**
June 2025 – Present
Dhaka, Bangladesh

- Translating product features into detailed requirements, user stories, and acceptance criteria.
- Managing and aligning stakeholders across the organization on the product vision, strategy, and features.
- Handling multiple products at different stages simultaneously.

Senior Officer – Product Growth & Analytics, Merchant Products
Sep 2022 – May 2025 · 2 years 8 months
Dhaka, Bangladesh

- Conduct comprehensive data analysis and market research to identify growth opportunities for the product through digital media
- Promote product growth by developing, implementing and designing campaigns, product strategies, digital roadmaps, and features
- Manage agencies to ensure the smooth execution of Growth Initiatives
- Tracking and analyzing campaign performance by data analysis



Assistant Manager - Offline Marketing
Daraz – Alibaba Group | **South Asia's e-commerce leader**
Jul 2022 – Sep 2022 · 3 months
Dhaka, Bangladesh

- Effectively communicating the strategic plans for offline marketing and regions, to gain buy-in and engagement to operationalize and promote the work.
- Effectively managing traditional, digital, and creative agency partners developing impactful omnichannel strategies that support business growth



Senior Executive – Business Development
The Daily Star | **Bangladesh's largest English News Media**
Jul 2021 - Jul 2022 · 1 year 1 month
Dhaka, Bangladesh

- Designing, executing & measuring Consumer & brand centric activities for financial sector to achieve digital business growth
- Developing print based product to ensure readership growth



Senior Executive – Marketing
Alpha Catering | **A catering company disrupting food industry through tech**
Jan 2021 - Jun 2021 · 6 months
Dhaka, Bangladesh

- Design new marketing campaigns (online/offline) to generate brand awareness and sales conversions
- Leading the Cloud Kitchen project “Alpha Cloud” with Buy Here Now (Concern of BATB)

Executive – Marketing and Sales
Jan 2019 - Dec 2020 · 2 years
Dhaka, Bangladesh

- Prepare pitches and presentations for corporate clients
- Conduct market research to identify new growth opportunities
- Keep organized records of marketing metrics and results of past campaigns

EDUCATION

Masters in Development Studies | 2022
Bangladesh University of Professionals (BUP)
CGPA 3.37/4.00

Bachelors of Business Administration | 2019
Army Institute of Business Administration (AIBA)
Major: Marketing | CGPA 3.48/4.00

A-Levels & O-Levels | 2012 & 2014
Saint Judes International School

ACHIEVEMENTS

Strengthened Digital Payment Security
Designed and implemented a fraud identification process with transaction limits, preventing fraudulent activities in the digital payment ecosystem. Helped bKash save over BDT 100+ crore per month in potential losses.

SaaS Revenue Growth
Achieved BDT 1,000+ crore in revenue within one year for bKash SaaS product, contributing significantly to the company's profitability in 2023.

Historic Print Media Campaign
Launched the Bangladesh Insurance Industry Insight print edition at The Daily Star, generating BDT 15 lakh profit in one month—tripling the typical annual revenue from insurance-related print ads and setting a new record in the segment.

Post-Pandemic Revenue Recovery
Introduced five health-focused FMCG products at Alpha Catering post-pandemic, enabling a 38% revenue recovery in the category.

LICENSES & CERTIFICATIONS

Certified Scrum Product Owner (CSPO)
Scrum Alliance
Issued Jul 2025 · Expires Jul 2027
Credential ID 2101221

ISO 9001:2015 QMS Lead Implementer
Intertek
Issued May 2025
Credential ID LIQMS524052508

REFERENCES

Tajdin Hassan
Chief Business Officer
The Daily Star
Email: tajdin.hassan@thedailystar.net

Yeamin Rafique
Vice President – Product Management
bKash Limited
Email: yeamin.rafique@bkash.com