

SAMUEL MURSALIN

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EDUCATION

Johns Hopkins University, Carey Business School

Master of Science in Marketing
CGPA: 3.50/4.00

Maryland, USA

Jun 2016- Aug 2017

North South University (NSU), School of Business and Economics (SBE)

Bachelor of Business Administration (BBA)
Major: Marketing and International Business (Dual Major)
CGPA: 3.48/4.00

Dhaka, Bangladesh

Jan 2012- Dec 2015

WORK EXPERIENCE

North South University

Lecturer, Department of Management
Taught Courses: Entrepreneurship, Strategic Management

Dhaka, Bangladesh

Sep 2017-Present

- Delivered entrepreneurship tutorials to undergraduate business students online, on-campus, in hybrid setups, and via lecture videos
- Organized industry-academia collaboration events where business students and renowned professionals from reputed local and international companies exchanged dialogues to bridge the industry-academia gap
- Designed blueprint of interdisciplinary innovation hub where students, faculty, and staff can work with industry professionals and co-develop tech solutions to solve industry problems

North South University Startups Next (NSUSN)

Coordinator

Dhaka, Bangladesh

Sep 2019-Present

- Guided startup founders on business model development, digital marketing strategies, and pitch decks
- Deployed finances to project resources, such as employees, technology, etc., worth \$200,000. Prepared M&E reports for the internal stakeholders of the program
- Provided networking opportunities and facilitated discussions between startups and angel investors to find the perfect match. Assisted 8 startups to raise \$650,000 in 2 years
- Managed communities of Bangladeshi startup founders and international coaches to prepare a pipeline of quality startups for the program and connect startup founders with relevant exceptional mentors and investors

North South University Young Entrepreneurs Society (NSUYES!)

Faculty Advisor (Part-time)

Dhaka, Bangladesh

Jan 2018-Present

- Provided training and guidance to budding entrepreneurs to enhance their knowledge of startups, small businesses, and social businesses
- Conducted numerous community engagement programs across universities in the country and encouraged participation in entrepreneurship competitions

Bolstar (A Human Resource Technology Firm)**Dhaka, Bangladesh**

Founder And Advisor

Dec 2020-Present

- Introduced role-specific pre-employment candidate assessment for the first time in Bangladesh and streamlined recruitment processes of companies with technology
- Planned and executed candidate sourcing strategy at universities, shortlisted candidates with applicant tracking system software based on client requirements and conducted role-specific assessments on shortlisted candidates
- Pitched assessment products to clients, converted prospects to returning buyers at a 60% rate and maintained liaison with clients to ensure a 90% retention rate

University of Liberal Arts Bangladesh (ULAB) Center For Enterprise and Society**Dhaka, Bangladesh**

Faculty Ambassador of North South University (NSU) (Part-time)

Apr 2022 - Present

- Acted as a liaison between NSU and ULAB to successfully complete the project 'Diversity, Tolerance, and Pluralism,' a project funded by the Libertas Project and Obirodh (USAID-funded)
- Conducted outreach of MOOC in the student community and surpassed course completion target by 1.5x

BrainBox (A marketing research company)**Dhaka, Bangladesh**

Founder and Head of Research

Jun 2019-Dec 2020

- Designed research projects based on the unique needs of clients. Implemented both qualitative and quantitative methods to collect relevant and unbiased data to ensure the best outcome
- Deployed Qualtrics for quantitative data collection and statistical analysis (e.g., frequency, mean, and basic relationships between variables). Trained a team of 5 student researchers on Qualtrics.

AWARDS AND SCHOLARSHIP**Dean's Scholarship****Maryland, USA**

Awarded By Johns Hopkins University Carey Business School

2016

- A merit-based scholarship of USD 16,000

Champion, Carey Cultural Competition**Maryland, USA**

Awarded By Johns Hopkins University Carey Business School

2016

- Competed with international students to present critical differences between American and Bangladeshi cultures

The Daily Star Award**Dhaka, Bangladesh**

Awarded By The Daily Star

2010

- Achieved 7As in GCE O'levels Exam

NEWSPAPER & WEBSITE ARTICLES**Skills Freshers Need In Their First Jobs**

Published by The Financial Express

Apr 2022

- Interviewed top 15 Bangladeshi HR Professionals to portray the in-demand skills for job applicants. [Link](#)

Deploying Tech To Hire Best Candidates

Published By The Financial Express

Dec 2021

- Addressed major problems in the Bangladeshi recruitment process and proposed actionable tech-based solutions, such as ATS and role-specific assessments, to make recruitment processes faster and affordable. [Link](#).

The 'Big Business' Dilemma

Published By The Financial Express

Nov 2018

- Elaborated why being established is a hindrance to innovation for big companies and proposed how big companies can create an intrapreneurial culture and collaborate with disruptive companies. [Link](#).

WEBINARS, WORKSHOPS & TRAINING CONDUCTED

Ask Us Anything

Dhaka, Bangladesh

Conducted For North South University Startups Next (NSUSN)

June 2022

- Conducted outreach to attract startups and answered queries related to the startup accelerator program. [Link](#).

Startup Product Development

Dhaka, Bangladesh

Conducted For Institute of Business Administration (IBA)

Feb 2021

- Represented NSU Startups Next and guided aspiring entrepreneurs at IBA on product development

Marketing Research For Startups

Dhaka, Bangladesh

Conducted For Marketing And International Business Club (MIBC) of NSU

March 2021

- Represented NSU Startups Next for its outreach program and trained aspiring entrepreneurs and young researchers to conduct cost-efficient marketing research for startups. [Link](#).

Founders Paradox

Dhaka, Bangladesh

Conducted For North South University Young Entrepreneurs Society (NSUYES!)

March 2021

- Represented NSU Startups Next and explained the difficulties faced by startup founders. [Link](#).

WORK IN PROGRESS

Startups and Bangladesh: Tales and Takeaways (Book)

Authors: Samuel Mursalin and Farzana Nahid

Development of Startup Companies In Bangladesh Through University Business Incubators (Journal Article)

Authors: Samuel Mursalin, Ridwan Monir, & Bente Fatema

Impact Of Parenting On Leaders' Behavior In Workplaces In Bangladesh (Journal Article)

Authors: Samuel Mursalin, Ridwan Monir, Ayaz Mohammad Abrar Tamim, Ashiful Haque Chowdhury

Technology Adoption In Rural Primary Schools: A Bangladeshi Perspective (Journal Article)

Authors: Samuel Mursalin, Mohammad Abdul Mumin Evan, Nusrat Aziz Mim, Nusrat Prity

Accounting Software Adoption Of Urban Small Businesses (Journal Article)

Authors: Samuel Mursalin, Mohammad Abdul Mumin Evan, Salsabil Noor Nokshi

Frugal Innovation For Nutrition In Rural Bangladesh: A Case Of Pushti Ambassador Project (Case Study)

Authors: Nahin Sultana, Samuel Mursalin, Mohammad Abdul Mumin Evan

SKILLS

Microsoft Office: Word, PowerPoint, Excel

Google Workspace: Drive, Docs, Forms, Sheets, Slides, Calendar, Meet

Marketing Research: Qualtrics, Google Forms, Survey Monkey

Photo Editing: Adobe Photoshop Lightroom

Video Editing: NCH Videopad Editor

Project Management Tools: Trello, Slack, ClickUp