

REFAYAT AHMED

AI Transformation | Business Analytics | Talent & Leadership

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PROFESSIONAL SUMMARY

Transformation professional with 8+ years across telecom engineering, talent management, leadership development, AI enablement, employer branding and workforce analytics. Progressed from network engineering into talent and AI transformation, leading enterprise capability initiatives, skills architecture, digital learning and analytics-led talent solutions. Currently pursuing an MSc in Business Analytics at Bayes Business School, strengthening the analytical foundations behind technology-enabled organisational change.

SELECTED IMPACT

- 900+ employees enabled through AI initiatives including Digi-Ignite and AI Ascend; 746 competencies integrated into Oracle HCM Dynamic Skills.
- 35,000+ participants engaged through Ennovators 6.0 and 7.0; employer-brand social channels delivered 38% annual reach growth.
- 170 leaders developed through executive leadership and people-management programmes; selected as one of 26 Banglalink Young Talents for future leadership.

PROFESSIONAL EXPERIENCE

Senior Manager, Talent Management | Banglalink Digital Communications Ltd. | Dhaka, Bangladesh | Mar 2024 - Sep 2026

- Led enterprise AI capability-building through Digi-Ignite, AI Ascend, AI libraries and role-based enablement, reaching 900+ employees.
- Led Oracle HCM Dynamic Skills implementation, integrating 746 competencies; automated talent analytics through Oracle OTBI and Power BI for workforce, learning and leadership decisions.
- Designed leadership and capability programmes with INSEAD, NTU and Huawei, spanning early talent, people managers and senior leaders; 170 leaders completed executive and people-management programmes.
- Led employer-brand and talent-pipeline initiatives including Ennovators, Womentor and Digitalyst; supported the Banglalink values, EVP and brand-change cascade using digital and AI-enabled learning.

Lead Specialist, Talent Management | Banglalink Digital Communications Ltd. | Dhaka, Bangladesh | Sep 2022 - Mar 2024

- Managed digital learning, leadership development, enterprise learning platforms and workforce capability programmes across multiple employee groups.
- Supported Ennovators 6.0/7.0, people analytics, workforce planning, employer branding and women-in-STEM mentoring through Womentor.

Radio Service Specialist Engineer | Banglalink Digital Communications Ltd. | Dhaka, Bangladesh | Oct 2019 - Sep 2022

- Analysed network performance, traffic, capacity and coverage for 4G optimisation, rollout and customer-experience decisions; developed forecasting for campaigns, events and high-traffic locations.
- Contributed to 5G roadmap analysis, spectrum utilisation, feature testing and root-cause investigations; recognised for critical network issue resolution and major-event capacity planning.

Transmission Service Specialist Engineer | Banglalink Digital Communications Ltd. | Dhaka, Bangladesh | Sep 2018 - Oct 2019

- Supported transmission planning and vendor coordination; designed a multi-vendor asset-tracking solution that reduced asset loss by 25%.

Project Innovation Manager Intern | Unilever Bangladesh | Dhaka, Bangladesh | Jun 2018 - Jul 2018

- Supported autonomous production-equipment adoption and process improvement, contributing to a 6% improvement in operational efficiency.

EDUCATION

MSc Business Analytics | Bayes Business School, City St George's, University of London | 2026 - 2027

Executive MBA | Institute of Business Administration, University of Dhaka | Completed 2025

BSc Electrical & Electronic Engineering | Bangladesh University of Engineering & Technology (BUET) | 2012 - 2017

CORE SKILLS

AI & Analytics: Business Analytics, Generative AI, AI Adoption, Power BI, Python, SQL, R, Digital Analytics, Data-driven Decision Making | Transformation: Digital Transformation, Technology Adoption, Workforce Capability, Capability Strategy, Project Management, Change Enablement

Talent & Leadership: Talent Management, Leadership Development, Skills Architecture, Learning Strategy, Employer Branding, People Analytics | Platforms: Oracle HCM, Oracle OTBI, Microsoft Copilot, HeyGen, Articulate, Enterprise E-learning

RECOGNITION

Banglalink Young Talent Professional 2026 | Champion Mentor, Ennovators 2022 | Runner-up, Banglalink Innovation Challenge 2021 | Regional Finalist, Hult Prize 2016 & 2017 | IIT Bombay Techfest Innovation Challenge Finalist 2016

PROFESSIONAL REFERENCES

Ayesha Saeed | Sibat Nuhas — Professional references available on request.