

Md Shafaat Ali Choyon .

MBA · MCIM · MPH · CHES®

Growth & Commercial Leader | Healthcare & Digital Health · P&L Ownership · Commercial Strategy

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Professional Profile

A growth and operations leader whose career has compounded on two axes — vertically from the frontline to P&L and C-suite ownership, and horizontally across telecom, advertising, fintech, e-commerce, consumer tech and education, converging — over the last several years — on healthcare and public health. As Head of Consumer Business at Praava Health I owned 83% of company revenue and drove multi-year hypergrowth (~45% core / ~57% B2C CAGR); I built corporate sales from zero (342 → ~1,400), ran a 30-person commercial organization, and authored the board-level growth strategy. I find the binding growth constraint and build the strategy, channels, products and teams that move it — most recently grounded in U.S. public-health training (MPH, CHES®).

Impact at a Glance

45% / 57% Praava core / B2C revenue CAGR	342 → 1,400 Praava corporate clients (4×)	83% of revenue consumer P&L owned at Praava
30% → 50% Praava lab profit margin	\$0.5M Laser Treat opex reduction	30-person org commercial team led
10 million SureCash G2P beneficiaries	#1 globally Samsung Note9 growth	16+ years 7 sectors · 11 companies

Signature Case Studies — At a Glance

Praava Health — multi-year hypergrowth (45% / 57% CAGR); corporate sales 342→1,400; Lifebuoy hotline (~3,000 calls/day); first-in-country 6-hour traveler testing; ethical diagnostics (30→50% margin).

Samsung — Galaxy Note9 launch (1.54× YoY, #1 globally); Galaxy J2 entry segment; new e-commerce channel + SRBD loyalty.

SureCash — 10-million-beneficiary government-to-person (G2P) stipend; Banking Fair Award of Excellence.

ACCA — member-growth ecosystem (100% of targets, employers 8→16).

Asiatic — Lux Channel i Superstar 2014; built Asiatic Digital to ~\$1M/month in 7 months.

Laser Treat — clinical-operations digitization (ERP/BI, +13% retention, −\$0.5M opex).

Professional Experience

Each role links to its visual case-study deep-dives on shafaatalichoyon.com.

Chief Operating Officer — Laser Treat Group (Laser Treat · DHI Bangladesh · Dhaka Dermatology Institute · Clinic21)

Dhaka, Bangladesh · Nov 2023 - Aug 2024

Strategic mandate — *Stabilize and grow a multi-entity clinical group by digitizing operations and sharpening the service portfolio.*

- Steered a comprehensive operational and growth strategy yielding 16% YTD revenue growth.
- Launched clinical dermatology and sexual-health sub-brands that improved patient navigation and added 11% revenue within two months.
- Implemented a centralized ERP (supply chain, inventory, clinical resources) and digitized patient files, BI dashboards, HR processes and CX logs.
- Introduced CSAT/NPS measurement, increasing patient retention 13% and establishing a continuous quality-improvement framework.
- Cut annual operating expenses by \$0.5M through process optimization, reinvested into patient-facing services and care quality.

Case deep-dives — [Clinical-operations digitization ↗](#)

Head of Marketing & Corporate Sales (Head of Consumer Business) — Praava Health

Dhaka, Bangladesh · Jun 2021 – Oct 2023 · led a 30-person organization

Strategic mandate — *Own the consumer P&L (83% of revenue) and shift the business from COVID dependence to durable core-care growth.*

- Led the consumer business contributing 83% of total organizational revenue across retail and corporate channels.
- Built corporate sales from zero, scaling clients 342 → ~1,400 via a telco-style key-account (KAM) model (3.1× growth in corporate health programs).
- Stood up product marketing, BI/Data, PR, content and design — the commercial infrastructure for scale.
- Launched the multidisciplinary Beauty & Wellness Center at 68% YoY growth; introduced a DIY home health-testing category (+34% lab screening utilization); grew B2C preventive & primary care 24% YoY.
- Engineered population-scale access (Lifebuoy hotline ~3,000 calls/day + DGHS data-sharing) and a first-in-country 6-hour traveler-testing protocol integrated with the government portal.
- Co-designed ethical, organ-targeted diagnostic packages that avoided physician kickbacks; directed consumer-business hypergrowth (~45% / ~57% B2C CAGR, 2021–23).
- Won a Silver at the Commward for a mental-health awareness campaign — the only healthcare campaign recognized that year.

Case deep-dives — [Multi-year hypergrowth ↗](#) · [Corporate-sales engine ↗](#) · [Data engine for product decisions ↗](#) · [Population-scale access \(Lifebuoy\) ↗](#) · [COVID 6-hour testing ↗](#) · [Ethical diagnostics ↗](#) · [Winter brand campaign ↗](#)

Graduate Assistant, Health Promotion — Eastern Michigan University, Office of Health Promotion

Ypsilanti, MI · Aug 2024 – Jul 2025

Strategic mandate — *Design and promote evidence-based campus health programs grounded in behavioral science.*

- Developed and executed campus-wide health-promotion programs with Public Health Education faculty, grounded in health-behavior theory and program-planning frameworks (PRECEDE-PROCEED, RE-AIM).
- Designed a year-long, multi-channel harm-reduction campaign (alcohol & cannabis) with a defined evaluation framework.
- Created a reusable Public Health Event Framework for Eta Sigma Gamma; co-created the WellNest Watch column in The Eastern Echo (10,000+ reached).

Case deep-dives — [Campus harm-reduction campaign ↗](#)

MPH Capstone — Health System Resilience & Economic Protection Campaign

Eastern Michigan University · Ypsilanti, MI · Feb 2026 – Apr 2026

- Designed and executed a multi-article, multi-platform public-health advocacy campaign across The Daily Star, Eastern Echo and the WellNest Watch column.

- Documented a replicable ~3× reach amplification through strategic stakeholder tagging; built a rigorous analytics framework with locked methodology and APA-7 benchmarks.

Case deep-dives — [Health System Resilience advocacy ↗](#) · [MPH Capstone presentation ↗](#)

Senior Manager, Employer & Member Affairs (Team Lead) — ACCA

Dhaka, Bangladesh · Jan 2019 – May 2021 · Business Development

Strategic mandate — *Develop a sustainable country business ecosystem and grow members, affiliates and approved employers against hard targets.*

- Achieved 100% of all 2020–21 targets: new-member conversion 378→435 (+15.1%), member retention 98.2%, affiliate retention +2.4%.
- Designed the Employer & Member Affairs operating model — 15+ KPI-linked activity types; doubled big-corporate approved employers (8→16).
- Planned the ‘Business Partner of the Future’ round table (PwC, The Daily Star) and the ~400-person flagship New Member Ceremony.

Case deep-dives — [Member-growth ecosystem ↗](#) · [Flagship thought leadership ↗](#)

Manager, Product Planning — Samsung India Electronics Ltd (Bangladesh)

Dhaka, Bangladesh · Sep 2017 – Dec 2018 · Q3’18 Business Performer (IM Division)

Strategic mandate — *Lead portfolio, pricing, positioning and go-to-market for flagship and mid-high smartphone segments.*

- Led the record-setting Note9 preorder launch (1.54× YoY, #1 globally for growth); defined GTM for entry-segment J2 4G / J2 Core (~2,600 units/day).
- Built Samsung’s online footprint via the national-distributor e-commerce marketplace and online-specific SKUs.
- Created a market-first consumer loyalty program with Samsung’s R&D institute (SRBD) and a novel monsoon water-damage campaign.

Case deep-dives — [Galaxy Note9 launch ↗](#) · [Galaxy J2 ↗](#) · [New channels & differentiation ↗](#)

Brand & Communications Manager (Brand & Vehicle Category Lead) — Ekhanei.com (SnT Bangladesh)

Dhaka, Bangladesh · Oct 2016 – Sep 2017 · Marketing

Strategic mandate — *Build and lead the vehicle category for an online marketplace and own brand communications.*

- Built the nation’s #1 motorbike category from zero (overtook the national leader in 2.5 months); led a ~60-person nationwide team.
- Designed the territory-manager / live audit-call reconciliation quality system; conceived the ‘Bike Bazaar’ trust event and a CPG-style offline trade play.
- Drove 25% category revenue and 15% market-share growth; lead planner for the Cellbazar→Ekhanei rebrand.

Case deep-dives — [Project Laser Beam ↗](#) · [Bike Bazaar + trade play ↗](#)

Marketing Manager (Marketing Lead) — SureCash (Progoti Systems Ltd · Mobile Financial Services)

Dhaka, Bangladesh · Jun 2015 – Oct 2016 · Marketing

Strategic mandate — *Own brand, trade and digital for a multi-bank MFS platform, including a population-scale G2P program.*

- Led the 10-million-beneficiary government-to-person (G2P) stipend campaign via residence-mapped POS materials, automated telco IVR and rural activations.
- Built the in-house creative team (5) and brand book from scratch; merged digital with the call center for category-leading social responsiveness.
- Owned ATL/BTL/digital strategy and the website revamp (35% bounce-rate reduction); brand awareness +~20%; won the Banking Fair Award of Excellence.

Case deep-dives — [10M G2P stipend ↗](#)

Senior Executive, Strategic Planning (ATL & Digital) — Asiatic (Bangladesh JWT) / Asiatic Digital

Dhaka, Bangladesh · Dec 2013 – May 2015 · Strategic Planning

Strategic mandate — *Plan integrated campaigns and help build the agency's new digital practice.*

- Led planning + execution of the flagship Lux Channel i Superstar 2014 platform; promoted to lead a wing of Asiatic Digital.
- Scaled the digital practice to ~\$1M monthly revenue in seven months; launched Mirinda past 100,000 Facebook fans.
- Planned PepsiCo's 2015 World Cup activation, 7Up and Airtel's 3G launch; led the Cellbazar→Ekhanei rebrand.

Case deep-dives — [Lux Channel i Superstar 2014 ↗](#) · [Building Asiatic Digital ↗](#)

Graduate Hall Director — EMU Housing & Residence Life

Ypsilanti, MI · Jul 2025 – May 2026 · progressed from Desk Assistant → Resident Advisor (Aug 2024 – Jun 2025, alongside the Health Promotion assistantship)

- Supervised 9 Resident Advisors serving 230 residents; with 44% of the team new, designed an audience-segmentation communication training that drove 541 logged engagements and the 2nd-highest resident-connection rate (39.1%) among all halls.
- Built an automated duty-scheduling system and weekly data-informed reports; led crisis responses with campus safety; nominated for EMU's Student Gold Medallion Award.

Case deep-dives — [Team comms & engagement ↗](#)

Earlier — MGH Group · Grey Advertising (WPP) · Grameenphone (Telenor)

Dhaka, Bangladesh · 2009 – 2013

- Corporate brand system across MGH business units; lead-sponsor presence at BATEXPO 2013 and Air Cargo & Logistics Asia (Singapore).
- Grey: owned Akij F&B and GSK retainers (95% retention); mastered full-cycle TVC production (10+ launches in two years).
- Grameenphone: 90-100 daily customer interactions (90%+ CSAT); founding member of award-winning 'Team Sindbad'; Employee of the Month ×3 — while self-funding undergraduate studies.

Core Competencies

Growth & Commercial Leadership P&L ownership · Revenue growth strategy · Go-to-market (GTM) & product launch · Market expansion · Pricing architecture · Corporate & institutional (B2B) sales · Business-model design & market sizing · Board-level strategy

Behavioral Science & Communication Health communication · Behavior-change strategy · Audience segmentation · Health promotion · Program planning & evaluation · Trust & adoption design · Health literacy

Operations, Data & Transformation ERP & workflow digitization · BI / CRM & analytics (ARPU, CLV, cohorting, retention) · Data-driven decision-making · AI-assisted workflows · Cross-functional leadership · Change management

Education & Credentials

Master of Public Health (MPH), Health Education & Promotion — Eastern Michigan University, Ypsilanti, MI — May 2026

Certified Health Education Specialist (CHES®) — National Commission for Health Education Credentialing (NCHEC) — Apr 2026

MBA, Operations Management — American International University-Bangladesh — 2012

BBA, Marketing — American International University-Bangladesh — 2010

Published Articles & Thought Leadership

14 published health-policy and digital-health articles (newest first).

- [Running on Empty: America's Public Health Workforce Crisis](#) — Eastern Echo / WellNest Watch, 2026
- [Mixed Messages, Real Costs: How Confusing Health Communication Is Making America Sicker and Poorer](#) — Eastern Echo / WellNest Watch, 2026
- [Can We Use Private Healthcare to Improve Health Literacy](#) — The Daily Star, 2026
- [Increasing Public Health Investment Must Be a Top Priority](#) — The Daily Star, 2026
- [Health Policy Decisions Made Today Shape Michigan Tomorrow](#) — Eastern Echo, 2026
- [When Illness Becomes a Bill: Why Medical Debt Is a Public Health Crisis](#) — Eastern Echo, 2025
- [When We Ignore Public Health Prevention, We Pay the Price](#) — Eastern Echo / WellNest Watch, 2025
- [We Need Public Health Reform for Steady Economic Growth](#) — The Daily Star, 2025
- [Combating the Flood of Misinformation](#) — Dhaka Tribune, 2024
- [Exploring Comprehensive Digital Transformation in Bangladesh's Healthcare Sector](#) — ICE Business Times, 2023
- [Aiding Economy with Digital Health Services](#) — The Financial Express, 2021
- [Impact of Digital Health Services in the Economy](#) — The Financial Express, 2021
- [Businesses in the VUCA World](#) — The Financial Express, 2021
- [Digital Transformation and Adaptation for Securing Businesses](#) — The Daily Observer, 2021

Professional Development & Overseas Training

- Brand Strategy & Category Management — 4-day intensive, Vietnam (Chợ Tốt / Ekhanai).
- Product Planning — 7-day program, Samsung Regional HQ, India.
- Regional Market Development Strategy — 3-day workshop, ACCA Office, Dubai.

Professional Memberships

- Member, Chartered Institute of Marketing (MCIM) — ID 40066640.
- Professional Member, American Marketing Association (AMA).
- Member, Society for Public Health Education (SOPHE).
- Member, American Public Health Association (APHA).