

## Kamran Bakr speaks at ULAB on “Biz Leaders: Learn to Lead”

Kamran Bakr, Chairman and Managing Director of Unilever Bangladesh Limited spoke to the ULAB community in a talk titled “**Biz Leaders: Learn to Lead**” on March 30, 2014 at ULAB’s campus in Dhanmondi. Mr. Bakr joined Unilever Bangladesh in 1990. After working in a variety of roles encompassing Production, Development, Industrial Relations as well as a short term assignment to Central Asia & Middle East Regional Innovation Centre, he was appointed Technical Director in 1997. In 2002, as Supply Chain Director, his role was expanded to include Planning, Procurement & Distribution aspects of the business.

In January 2007, he moved to Nepal as Managing Director, Unilever Nepal – becoming the first Bangladeshi national to head a Unilever business. During his successful stint in Nepal, he found opportunity in adversity, leading the team to double the business in 4 years; while growing market shares across categories to become market leaders in all categories Unilever Nepal operated in.



Kamran Bakr was appointed the Chairman & Managing Director of Unilever Bangladesh Limited in February, 2012. He holds a Bachelors degree in Chemical Engineering from Bangladesh University of Engineering & Technology, Dhaka as well as a MBA from McDonough School of Business, Georgetown University, Washington DC. He also attended the Advanced Management Program at INSEAD, Fontainebleau.

Mr. Bakr’s insightful talk covered many issues. He spoke about the differences between leaders and managers and how to how to strike the right balance for effective leadership. His definition of a true leader would be “someone with a hard head but a soft heart”. Mr. Bakr pointed out that courage and trustworthiness were the common traits present in great leaders like Gandhi, Mandela, Steve Jobs as well as our very own Dr. Muhammad Yunus and Fazle Hasan Abed. He also talked about effective interview skills for potential job seekers, which were very well received by the students His lively lecture, dotted with anecdotes and dramatics not only enthralled the audience but thoroughly entertained them, as well. Mr. Bakr believes that if someone has the courage “to think out of the box” and is willing to work hard to reach his or her goal then, Bangladesh holding a prominent position in the world, is not a far-fetched idea.

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Kamran Bakr’s talk was part of the Center for Enterprise and Society’s (CES) Leadership Talk Series. The Center seeks to advance understanding of the opportunities and challenges to business and societal development in Bangladesh through objective, academic study. For more information, please visit: <http://www.ulab.edu.bd/CES/home>