



STAMFORD GRADUATE SUMIT CHAKRABORTY ON LEARNING AND CAREER GROWTH

Sumit Chakraborty's professional journey exemplifies how a solid educational foundation combined with practical experience can lead to a rewarding career.

In his current role, Sumit is responsible for formulating and executing brand marketing plans, including marketing campaigns and product launches. He is also involved in strategic trade marketing, market analysis, R&D, new product development, and cross-functional team collaborations.

FAISAL BIN IQBAL
An alumnus of Stamford University Bangladesh, Sumit Chakraborty completed his Bachelor's degree in Business Administration in 2008 and later earned his MBA in 2015. Currently, he serves as Assistant General Manager (Marketing) at Igloo Ice Cream, a concern of Abdul Monem Limited. His story offers insight into the invaluable role a university plays in developing skills, character, and dreams.

Sumit's career started shortly after graduation when he joined Akij Food & Beverage Limited (AFBL) as an intern. After completing his internship, he was offered a position as Assistant Marketing Officer. Over nearly six years, he progressed to Senior Brand Executive before leaving AFBL in 2014. Since then, he has been with Igloo Ice Cream, where he is now Assistant General Manager (AGM Marketing).

In his current role, Sumit is responsible for formulating and executing brand marketing plans, including marketing campaigns and product launches. He is also involved in strategic trade marketing, market analysis, R&D, new product development, and cross-functional team collaborations.

Reflecting on his university experience, Sumit says, "The curriculum provided a strong foundation in core subjects like Marketing, Management, and Finance. The group projects associated with each course helped me enhance my analytical thinking capabilities and understand the value of teamwork."

Sumit recalls the Stamford University Siddeswari campus as "vibrant from



Sumit Chakraborty

dawn to dusk". Unlike many private university campuses at the time, Stamford had playgrounds, multiple open areas, and even a swimming pool. The campus was lively year-round, especially because of the Film & Media department, which hosted cultural activities and cinema exhibitions. "Altogether, it was a colorful and lively

place throughout the year."

Being part of such a lively institution had a strong impact on Sumit's personal and professional life. He explains, "I had the chance to interact with classmates from different parts of Bangladesh, which was a new experience for me. Since I was born and raised in Dhaka, I hadn't been

exposed to people from other regions and cultures before. This helped me become more open-minded and better at adapting to different values and beliefs, something that proved very important in my professional life later on."

He adds that class presentations, group projects, and working with diverse peers helped him grow more confident and flexible. Sumit was also actively involved in extracurriculars during his time at Stamford. He was part of the Stamford Debate Forum (SDF), which helped him develop critical thinking, public speaking skills, and the ability to structure his thoughts clearly under pressure. He notes that debate also boosted his confidence and taught him to view issues from multiple perspectives, something that has been incredibly valuable to him in times of professional decision-making.

Sumit also was a founding member of the Stamford Puja Committee in 2006, organising one of the first large-scale Saraswati Puja celebrations at a private university. "The experience taught me leadership, event planning, and how to work as part of a team to bring together a diverse group of people for a common cause."

Sumit highlights several courses that sparked his passion and shaped his career path, including Introduction to Business, Business Communication, and Brand Management. He says, "I believe it wasn't just the course content, but also the teachers who made these classes so engaging."

He fondly remembers his instructors as well. "Introduction to Business was the first course of my BBA journey, and it was taught by Mushfiqur Rahman

sir, whose charismatic teaching style made a lasting impression. The Business Communication course was led by Ishrat Jahan Tania ma'am, who was extremely cordial and supportive towards students. And last but not least, Brand Management was taught by Nazmul Huq sir, whose classes were rich with real-world examples and diverse perspectives."

Sumit stresses the importance of experiences beyond academics. "During my bachelor years, I took several initiatives, including organising events and trying things I wasn't familiar with. These experiences helped me become more confident in sharing my ideas and also improved my communication skills. They played a significant role in developing my leadership and interpersonal abilities."

When asked what advice he would give to current Stamford students chasing big dreams, Sumit shares, "Theoretical knowledge is necessary for building basic skills. However, you should always think outside the box in order to chase bigger dreams."

"Get out of your comfort zone as staying within it will surely hinder your pursuit of goals," he continues. "Try to build a positive reputation in your workplace. Avoid criticising others. Instead, appreciate their work."

Sumit Chakraborty's journey from the Stamford University Bangladesh campus to his corporate role at a renowned company highlights the enduring value of a strong education combined with active engagement and continuous learning. His reflections serve as an inspiration for current students and young professionals striving to make their mark.

How to connect and communicate with alumni for guidance and opportunities

A CORRESPONDENT

Alumni networks can be a treasure trove of wisdom, mentorship, and career opportunities. Whether you're a student exploring your next steps or a professional seeking industry insights, building genuine connections with alumni can open doors you didn't even know existed. If you approach your alumni in the right ways, they may offer a world of insight through valuable experiences you have yet to experience yourself, but with shared context.

Here are a few practical ways to connect with alumni and communicate effectively for guidance and opportunities.

Start with your university's alumni database

Many institutions maintain online alumni directories or platforms where you can search by industry, graduation year, or location. If that is not available to you, you may reach out to administrative staff, or even senior faculty members who would be able to connect you with people with similar majors, career trajectories or even research interests.

The biggest advantage of going through this route is that most people that the university or faculty members connect you with are usually alumni who like to keep an active relationship with their alma mater, and are interested in helping out their fellow juniors. Thus, the conversation will probably not end

with an awkward, "Hi!" and "... Umm, hello?" exchange.

It is also important to make sure that you are very clear in letting the other person know clearly and at the very beginning what exactly you are looking to gain from this conversation. Let them know how you have acquired their contact and specifically tell them why you've reached out. This allows for the conversation to begin in good faith.

Leverage LinkedIn for alumni search

LinkedIn, with all of its pitfalls, is actually great for this kind of networking. LinkedIn even has an "Alumni" feature, which is one of the most powerful tools you will find at your disposal. Not only does it let you explore profiles of alumni, it also lets you filter those profiles based on: where they live, where they work, what they do, what they studied, what they are skilled at, and exactly how you are connected.

Here's how you can use it: Go to your university's LinkedIn page, click on "Alumni", and search by job title, company, or location. This particular feature is specifically great if you are looking for a job in a particular field or company, as it increases your chances of getting a referral.

Instead of

applying online, filter alumni by company, role, location, field of study, skills, or mutual connections.

Browse profiles, then reach out via LinkedIn with a personalised note or an email stating all the necessary information they would require for context. Request brief informational interviews or even a quick chat over the phone or through a video call. This method can be more effective than job boards for landing interviews and discovering opportunities through shared connections.

Attend alumni events and join alumni groups on social media

From career fairs to homecoming weekends, alumni gatherings are perfect for building face-to-face connections. While these events may not be the perfect place to open up your resume and ask for particular pointers regarding specific advice you may be seeking, it is still a great way to meet alumni and build a long-term relationship. Meeting them in person humanises you and allows the people you are seeking out to be invested in your endeavours.

Remember not to rush people into offering you advice or immediately barrage them with a series of career-related questions. Begin by introducing yourself, ask open-ended questions, try to get to know them better, and be a good listener – you might be surprised by how much you will learn already.

SEE PAGE S6



PHOTO: ORCHID CHAKMA

SHANTO-MARIAM UNIVERSITY OF CREATIVE TECHNOLOGY
Providing Quality Education at an Affordable Tuition Fee

05 Faculties
17 Departments
31 Academic Programs

ADMISSION OPEN

Undergraduate Programs

- Faculty of Design & Technology
- BA (Hons) in Fashion Design & Technology
- BA (Hons) in Graphic Design & Multimedia
- BA (Hons) in Apparel Manufacturing Management & Technology
- Bachelor of Architecture
- BA (Hons) in Interior Architecture

- Faculty of Engineering & Technology
- BSc (Hons) in Computer Science & Engineering
- BSc (Hons) in Computer Science & Information Technology

- Faculty of Business
- Bachelor of Business Administration (BBA)

- Faculty of Humanities & Social Sciences
- BA (Hons) in Bangla
- BA (Hons) in English
- BA (Hons) in Islamic Studies
- Master of Laws (LLM)
- MSS in Government & Politics
- MSS in Sociology & Anthropology

- Faculty of Fine & Performing Arts
- Master in Music (Dance)
- Master in Fine Arts (Drawing & Painting)
- Master in Music (Classical, Nazrul & Rabindra Sangeet)

Up to 50% WAIVER ON ADMISSION FEE **Up to 100% SCHOLARSHIP & WAIVER**

Our campus is located near the Uttara South Metro Rail Station

Postgraduate Programs

- Faculty of Design & Technology
- MA in Fashion Design
- MA in Graphic Design & Multimedia
- MBA in Product & Fashion Merchandizing
- MA in Interior Design

- Faculty of Business
- Master of Business Administration (MBA)

- Faculty of Humanities & Social Sciences
- MA in Bangla
- MA in English
- MA in Islamic Studies
- Master of Laws (LLM)
- MSS in Government & Politics
- MSS in Sociology & Anthropology

- Faculty of Fine & Performing Arts
- Master in Music (Dance)
- Master in Fine Arts (Drawing & Painting)
- Master in Music (Classical, Nazrul & Rabindra Sangeet)

For admission in FDT, GDM, Fine Arts, Dance & Music minimum requirement in both SSC & HSC is GPA 2.00

facebook.com/shantomariamuniversity

09638-177177
www.smuct.ac.bd