

SHARIF MD. ABID

Managing Director & CEO · C-Suite Leader · Digital Marketing, Sales & Insurance Expert

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Executive Summary

C-suite executive with 21+ years scaling B2B revenue and leading digital-healthcare transformation across emerging markets. Currently Managing Director & CEO of Guide Doctors Chamber Bangladesh Ltd (70% ownership) — Manipal Hospitals India's medical representative for the entire Bangladesh market — Co-founder & CEO of Upward, an AI-powered business-growth partner, and Co-founder of TTB. A startup mastermind: successfully delivered **Labaid Insurtech**, **Labaid AI**, and **VirtuCare BD** from concept to launch — spanning digital healthcare, insurtech, fintech, edutech, and AI. Track record: scaled a digital-health platform to 50K+ installs in 3 months, onboarded 100+ licensed physicians, built a B2B health business from scratch to 40+ clients with 10%+ monthly growth, and led enterprise sales at national telecom scale for over a decade.

Core Competencies

- Executive Leadership & Strategy
- Underwriting, Claims & Life Insurance
- Strategic Sales Planning
- Cross-functional Management
- B2B Market Expansion
- Insurance Product Development & ADC
- Key Account Management
- Medical Tourism & Cross-border Care
- HealthTech & Digital Platforms
- Startup Building · Insurtech · Fintech
- Partnership & Distribution Development
- AI, CRM/ERP, Power BI & Analytics

Executive Experience

Chief Executive Officer · 2025 – 2026

Labaid Insurtech Company Ltd — Dhaka, Bangladesh

- Led the company as CEO — full ownership of underwriting, claims, and life-insurance operations and P&L.
- Directed underwriting standards, risk selection, and portfolio risk management across individual and group life products.
- Drove claims-savings initiatives across the claims lifecycle — process innovation for faster, fairer settlement at lower cost.
- Championed life-insurance product development and alternative distribution channels — partnership, banking, and technology-provider models.
- Advanced insurtech and digital integration for operational efficiency across policy administration and customer experience.

Managing Director & CEO · 2026 – Present

Guide Doctors Chamber Bangladesh Ltd — Manipal Hospitals India

- Majority owner (70%) and MD & CEO of Manipal Hospitals India's exclusive medical representation for the entire Bangladesh market.
- Building the cross-border patient-referral and medical-tourism pipeline connecting Bangladeshi patients to world-class Indian care.

Country Manager (SAARC) · 2026 – Present

HYKR Assured — Medical Tourism Warranty · Bangladesh · Pakistan · Sri Lanka · Nepal

- Lead HYKR Assured's Medical Tourism Warranty market entry and regional operations across four South Asian markets.
- Building the channel, partnerships, and go-to-market across Bangladesh, Pakistan, Sri Lanka & Nepal.

Co-founder & Chief Executive Officer · 2026 – Present

Upward — AI-powered business-growth partner, Dhaka

- Lead four divisions and eight AI-powered services — media, marketing, technology, and healthcare under one roof.
- Positioning Upward as one integrated growth partner replacing ten scattered vendors for growing businesses.

Co-founder · Current

TTB

- Co-founder of TTB.

Chief Executive Officer · Mar 2024 – Present

Labaid Group — Life Plus BD · Labaid AI · VirtuCare BD · Labaid Insurtech

- Startup mastermind for the group — **successfully delivered Labaid Insurtech, Labaid AI, and VirtuCare BD** from concept to launch (insurtech, fintech, AI & edutech).
- Scaled the Life Plus digital-health platform to **50K+ installs in 3 months**; onboarded **100+ licensed physicians**; cut response time **30%**.
- Figurative head of the organization with stockholders, government entities, and the public; own long- and short-term strategy across enterprise healthcare, fintech, climatetech, and 4IR.

Head of Enterprise Sales & Growth · Jul 2022 – Present

REVE Systems / REVE Group

- Lead three SUBs for the Bangladesh enterprise market — Bot & Live Chat, SMS, and AV.
- Own sales budgets and targets; mentor and grow the corporate sales team.

Head of Corporate Cluster · Mar 2024 – Apr 2025

Rupayan Group

- Led apartments & land-procurement for joint-venture development — negotiation, due diligence, and compliance end to end.

Corporate Group Manager · Head of SOHO | B2B · Nov 2018 – Feb 2024

Banglalink (VEON)

- Led Business Acquisition Sales for the Enterprise Business; headed corporate (LA/KA), mid-market (zonal) & SOHO channels.

Lead Manager (Tonic) → Head of Large Corporate B2B · Apr 2017 – Nov 2018

Telenor Health

- Built a B2B digital-health business from scratch — **40+ clients with 10%+ monthly revenue growth**; **~US\$50K revenue in 6 months**; Pathao partnership; **2,000 riders** enrolled.

Account Manager → Head of B2B (Mobile, Bangladesh) · Nov 2016 – May 2017

Huawei Technologies

- Secured a **1,500-device contract for Banglalink**; negotiated device-volume deals with Telenor ASA; headed MBB & Homes B2B.

Head of Sales — Enterprise & CE Consumer Electronics B2B · Nov 2015 – Nov 2016

Fair Distribution Ltd (Samsung)

- Led the Samsung consumer-electronics B2B channel and premium corporate-client contracting; managed teams of 7–10.

Enterprise Relationship Manager → Corporate Group Manager · Jan 2006 – Nov 2015

Banglalink (VEON)

- A decade building enterprise & corporate B2B — GOC/NGO/INGO/media/government segments; drove the team to the #1 position.

Career Story

Mr. Abid began his career in 2006 at Banglalink (VEON) as an Enterprise Relationship Manager, spending nearly a decade building the operator's enterprise and corporate B2B business — driving his team to the #1 position. After leading Samsung's consumer-electronics B2B channel at Fair Distribution and heading Huawei's mobile B2B business in Bangladesh, he entered digital health at Telenor Health (Tonic) in 2017, building a B2B health business from scratch to 40+ clients with double-digit monthly growth. He returned to Banglalink to head SOHO & enterprise channels through 2024, then moved into the C-suite: CEO across the Labaid Group's ventures — where he scaled Life Plus to 50K+ installs in three months and led Labaid Insurtech's underwriting, claims, and life-insurance operations as CEO — before founding his current ventures: Guide Doctors Chamber Bangladesh Ltd (Manipal Hospitals India's representative for Bangladesh, 70% ownership), Country Manager (SAARC) for HYKR Assured's Medical Tourism Warranty across Bangladesh, Pakistan, Sri Lanka & Nepal, Upward (Co-founder & CEO), and TTB (Co-founder).

Education

- Master of Science (MS), Project Management — BPP University, UK (2023 – Present)
- Master of Business Administration (MBA) — United International University (2007 – 2009)
- Bachelor of Business Administration (BBA), Accounting & HR — East West University (2003 – 2006)

Selected Highlights

50K+ app installs in 3 months	100+ physicians onboarded	3 startups delivered 0→1	4 countries — HYKR Assured (SAARC)	21+ yrs B2B & sales leadership
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Digital Business Card



Scan the QR on the card above to save contact details, or visit sharif-abid.xyz/card for the live digital card.