



Geeteara Safiya Choudhury

Name : **Geeteara Safiya Choudhury**
Nationality : **Bangladeshi**
Profession : **Business**
Company : **Adcomm Ltd.**
Designation : **Founder & Chairman**
Mailing Address : **110 Love Road, Tejgaon I/A, Dhaka 1208, Bangladesh**
Phone: 8870470, Fax: 8878246,
Email : **champa@adcommad.com**
Education : **Hons. & Masters in English Literature, University of Dhaka,**
Diploma in French Language
Language skill : **Fluent in Bengali & English, Understands Hindi & Urdu**

Professional Experience :

- Founder & Chairman, Adcomm Limited
 - Founded Adcomm Ltd on 4th July, 1974.
 - Chairman & Managing Director, Adcomm Limited (1974 till 2010)
 - Executive Vice President Interspan Advertising Ltd. Dhaka (1972-1974)
 - Worked from 1969-1971 as a Senior Asst. Editor, She, Karachi, Pakistan.
 - Worked as a Sub-Editor from 1964-1969 in the then Pakistan Observer, Dhaka,
 - Former Adviser (Rank & Status of Minister)- Ministries of Industries, Jute & Textiles, Women & Children Affairs and Social Welfare, Caretaker Govt of Bangladesh from 2007-2008
 - Former President, Advertising Agencies Association of Bangladesh 1976-2007
 - Individual Member, Asian Federation of Advertising Associations (AFAA) since 1978
-

Clients & Brands Handled:

Unilever Bangladesh Ltd. (From 1997 till date) Johnson & Johnson, British Petroleum, Robi Axiata, Nestle, Social Marketing Company, Grameenphone, Citycell, Fisons, Kodak, British American Tobacco, Berger, Casio, Singer, LG, Coca Cola, John Hopkins University, UNICEF, Acid Survivor Foundation, GIZ, Saudi Arabian Airlines, KLM, GMG Airlines, Square Electronics, Tata, Panasonic, Reckitt, Glaxo, Siemens Bangladesh, Rahimafrooz, , City Group, Akij Food & Beverage, Ispahani Group. Pran Group, Globe Beverage Ltd. etc.

Awards:

- Annanya Awards 1995. Sole recipient of the award given by a leading women's magazine in recognition of the achievements and contributions in business as a woman entrepreneur.
 - Priyadarshini Award 1999. From Federation of Indian Women Entrepreneurs, New Delhi, India.
 - The Leading Women Entrepreneurs of the World 2000 from Fortune Magazine ,IBM, Christian Dior, U.S.A.
 - The Outstanding Woman in Business of the Year 2002 from The Daily Star & DHL
 - Life Time Achievement Award from Dhaka Ad Club 2005
 - The Best Women Entrepreneurs Awards 2008. From Arthakantha, a leading Bengali financial newspaper.
 - Mercantile Bank Sammamona Padak 2008
 - Asia's Top Outstanding Women Marketeer 2018 by Asia Marketing Federation (AMF), the apex networking body of marketing associations in Asia.
 - The Daily Star ICT Award- 2019 (ICT Solution Provider of the year (International Market Focus).
-

Social Contribution:

- Former President,- Dhaka Club Ltd. (2002-2005)
- Former President -Zonta International (1997)

Organization:

- Adcomm Limited, 110 Love Road,
Tejgaon Dhaka 1208
- Phone : 8870470,
Email: champa@adcommad.com

International Partner:

- MullenLowe Worldwide

Attended Training & Workshops:

Trained with Ogilvy & Mather, Mumbai 1972, London 1973.
Attended numerous trainings and workshops at home and abroad organized by Lowe Worldwide, Swedish Government, Asian Federation of Advertising Association, Adfest, FBCCI, Brand Forum and other professional bodies

Countries visited:

USA, UK, Denmark, Sweden, Italy, France, Germany, Turkey
Netherlands, South Africa, Japan, Korea, China, UAE, India,
Pakistan, Nepal, Thailand, Uganda etc.