

InterContinental Dhaka appoints Saadman as DoM

-A Monitor Report

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Dhaka : InterContinental Dhaka, the iconic IHG hotel in the capital, appointed Saadman Salahuddin as its Director of Marketing recently.

Saadman is a seasoned marketing professional with a decade of specialised experience working in multiple industries including advertising, public relations and hospitality including global hotel chains such as Marriott International and Starwood Hotels and Resorts.

Prior to this, Saadman was working as Cluster Director of Marketing Communications at The Westin Dhaka and Sheraton Dhaka, where he led the marketing team to activate multiple local and regional campaigns successfully.

In his new role at InterContinental Dhaka, Saadman will work on strengthening the overall brand and marketing communications for

Dhaka's one of the most prestigious luxury business and convention hotel, said the hotel in a release.

"We welcome Saadman to the InterContinental Dhaka family and believe he will add great value to this luxury property by strengthening its iconic brand positioning," said Ashwani Nayar, General Manager, InterContinental Dhaka.