

Radisson Blu Dhaka appoints new Sr. manager

- A Monitor Desk Report

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Dhaka: Radisson Blu Dhaka has named Manfuza Masud Chowdhury as Senior Manager, Marketing and Communication.

With over 12 years of experience, Ms Manfuza has a strong background in brand development, stakeholder engagement, and integrated marketing strategies in the hospitality industry.

Previously, she held roles at Intercontinental Dhaka, The Westin Dhaka, and Holiday Inn Dhaka, contributing to brand reputation and leading campaigns in brand strategy, digital marketing, and public relations.

In her new role, Ms. Manfuza will lead the development and execution of the hotel's marketing and communications strategy.

Her primary focus will be advancing strategic partnerships, enhancing digital engagement, strengthening media relations, and crafting compelling brand stories to increase Radisson Blu Dhaka's visibility and

market presence.

Welcoming the appointment, the hotel's Cluster General Manager said, "We are delighted to have Manfuza join the Radisson Blu family. Her extensive industry experience and insight align perfectly with our brand promise—'Feel the difference'.

We are confident she will inject fresh energy and purposeful direction into our communications."

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