

Saadman, new Cluster Director of MarComm at Westin, Sheraton Dhaka

- A Monitor Desk Report

Date: 07 March, 2023



Dhaka: Saadman Salahuddin has been promoted to Cluster Director of Marketing Communications (MarComm) at The Westin Dhaka and Sheraton Dhaka recently.

Saadman joined The Westin Dhaka back in 2019 as Assistant Director of MarComm, where he successfully led the marketing team to execute a multitude of local and regional campaigns.

During the period, he activated voting campaigns for The Westin Dhaka which led the property to become a Winner in 2022 LUXE Global Awards, in 2021-22 Haute Grandeur Global Excellence Awards and in World Luxury Restaurant Awards 2019.

In March 2020, he was promoted as Cluster Assistant Director of MarComm and was offered the additional responsibility of looking after Sheraton Dhaka's marketing requirements.

Amid the Covid-19 pandemic, he assisted in swiftly setting up Marriott International's Commitment to Clean protocol at both the hotels which ensured the safety of all guests and associates. He was also part of the team that set up strategies and facilitated in recovering business quickly for both the hotels in the post-pandemic times.

In 2021, Saadman was recognised as "Manager of the Year" at The Westin Dhaka for his sincere business contribution, said a press release.

- T