

AFTAB -UZ- ZAMAN KHAN



Address | House# 18, Road# 4, Flat B4
Dhanmondi, Dhaka 1205

Contact | ☎: 01922107400 📠: 02 9666728
✉: aftab58.khan@hotmail.com

Information

Date of Birth: 05.01.58
Nationality: Bangladeshi
Father: Late Ahmed -uz- Zaman Khan
Superintending Engineer
TITAS Gas & Pakistan Air Force

Spouse: Hosneara Akhter
Deputy Secretary
Ministry of Cultural Affairs

Personal Statement

In the last several years, I have worked in a Multi National Company as a top level manager . I have good experience and extensive knowledge on strategic planning, policy making, financial control, monitoring projects, team building and supervising overall business. I have 30 years of experience in the corporate world an I am now ready to extend my services to other companies.

I have worked mainly in marketing and launched several new products (FMCG) in the market successfully.

I attended numerous workshops and seminars on Sales and Marketing at various locations of the world. I was also posted in New Delhi in as 'Brand Manager' from 1994 - 95. From March 2007 to December 2012, I worked as CEO for a private company to establish two new brands in the market, which was done successfully. Presently, I am working as Adviser to a local company.

My biggest strength is my knowledge and understanding of the Bangladeshi market as I started my carrier as a Sales Officer and gathered practical experience from the field level and I reached as far as the Country Business Manager.

I am creative and can handle complications.

I like to learn new things and with listening carefully and asking the right questions, I can get to the core of the conversation very quickly.

I am looking forward to achieve a successful career through devotion, commitment and hard work with an opportunity to work with people in an environment of excellence.

Aftab -uz- Zaman Khan

Education

Year 1981

Bachelor of Commerce
University of Dhaka.

Year 1976

Higher School Certificate (HSC)
Adamjee Cantonment College, Dhaka.

Year 1974

Secondary School Certificate (SSC)
University Laboratory School, Dhaka.

Software Skills

Operating system (Win XP- 8.1, iOS)	●●●●●●●●●●
MS Office suite 2013	●●●●●●●●●●
MS Excel	●●●●●●●●●●
MS Powerpoint	●●●●●●●●●●
MS Word	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●
Adobe illustrator	●●●●●●●●●●
CorelDraw Graphics	●●●●●●●●●●

Personal Skills

Creativity	●●●●●●●●●●
Co-operation	●●●●●●●●●●
Communication	●●●●●●●●●●
Organizing	●●●●●●●●●●

Language Skills



Work Experience

Started carrier as Sales Officer in Transcom LTD, from field level and retired as Director and Country Business Manager at Nestle Bangladesh LTD. I have wide knowledge on FMCG product marketing, consumer insight, market potentiality, new product launch, renovation & innovations, product placement, demand generation, supply chain, financial management, Nutritional delivery. As a Director and Country Business Manager, I was involved with policy making & management of Nutrition Department.

January 2013 - Present
Adviser
Blue Flying Academy Ltd.
Gulshan, Dhaka

April 2007 - March 2012
CEO
Asmeer Associates Ltd.
Mohammadpur, Dhaka

Nestlé

February 1992 - February 2007
Director and Country Business Manager.
Started as Brand Manager.
Nestle Bangladesh Ltd.
Gulshan, Dhaka.

TRANSCOM

March 1981 - January 1992
Manager.
Started as Sales Officer.
Worked in Nestle division from 1986.
Transcom Ltd.

Roles & Responsibilities

1. Policy making decisions for the Company
2. Management and Administration of Marketing Department.
3. Responsible for Profit and Loss accounts of the Marketing department.
4. Ascertain departments vision, strategies and major activities (Marketing Planning)
5. Co-ordination with Sales department
6. Planning and implementation of yearly budget.
7. Long-term plan for development of the business.
8. Procurement planning for the year
9. Staffing, training and making salary structure for the employees
10. Local and International Legislation monitoring & implementation.
11. Motivational activities for the team.
12. Product Development and new product launch
13. Renovation and innovation of existing product



Major Training and Workshops

1. Sales Job Orientation:
Sept - Oct 1986, Kolkata, India
2. Nutrition Workshop 1:
Nov, 1990, Bangkok, Thailand
3. Sales Management Training:
Feb, 1992, Delhi, India
4. Basic Marketing training:
Sept - Oct, 1994, Manila, Philippines
5. Nutrition Workshop 2:
Aug, 1995, Bangkok, Thailand
6. Basic Nutrition training:
July, 1996 Vevey, Switzerland
7. Train the Trainers course:
Sept, 1996 Luassane, Switzerland and Paris, France
8. Advance Marketing Training:
Sept, 1997 Vevey, Switzerland

☆ Areas of Expertise

- 1. Management Committee Member:** one of the key players in the policy making decisions for the company.
- 2. Roles & Responsibility as Country Business Manager (CBM):** Solely responsible to run the Marketing Department in the country reporting directly to the Regional Business Manager. This includes Marketing, Sales, Product Developments, Managing People, Administration and Creating Goodwill of the Company & Products. Also responsible to look after Profit and Loss (P&L) account for Infant Nutrition Business, besides managing the whole department of 110 staffs.
- 3. HR Related:** Organizational function that deals with issues related to people such as compensation, hiring, performance management, organization development, safety, wellness, benefits, employee motivation, communication, administration, and training. Besides these, also responsible to keep the motivational level high at all time by managing the total staffs. Special programs are also taken for fresher, mid level and senior level staffs.
- 4. Brand management:** Responsible for total planning and implementation of marketing strategies, action plan, activity plan, market information, Product requirement, innovation and renovation, budget and control.
- 5. Supply Chain & Distribution:** Accessing demand & future growth potentiality and ensure right proportion of products. Placement of products according to demand with strong distribution channel.
- 6. Product:** Responsible to look for new product launch in the market and continuous improvement of existing product by enhancing/modifying nutritional deliveries to be always ahead over competition. Nutritional fortifications were done according to the need to of the country. I was one of the member of international expert team responsible for new product development and renovation & innovation of existing products.
- 7. Field Operation:** Successful implementation of all marketing plan & activities into the market place. Demand generation, organizing field level activities. Strictly follow company policy on WHO and local Code.
- 8. Field Information System (FIS):** FIS is responsible to maintain total contacts data updated. All contacts are segregated by classification and categories. It's an independent unit. They issue weekly and monthly reports for Field Operation. Field Operation in consultation with brand takes corrective strategies for the betterment of the business.
- 9. Legislation:** They look after each and every single products compliance to local and international requirements. It also gives clearance to brand with their proposed new packaging and detailing materials text and design.



Reference & Family Background

1. Anis uz Zaman Khan
Ex- Secretary (CSP Officer)
First Cousin
Mob: 01711 444748

2. Arif uz Zaman Khan
Specialist Consultant
World Health Organization
First cousin Mobile: 01819309103