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Career Summary:

- Working as Zonal Sales Manager at UPS Bangladesh & have 11 years' experience in Sales, & Marketing, branding, Strategic Business Planning, Positioning & Development area.
- A Growth Centric business leader, with variable record of successful business development through rich capability in distribution set up & also experienced in managing complex business by developing relationship, convincing & executing strategic business development plan & achieving final target.
- A result-oriented Sales professional, driven by the desire to excel business by utilizing new concepts, along with expertise in business planning, positioning & channel development
- Passionate about directing new strategy, digital marketing, demand forecasting, business analysis, critical situation handling, product penetration strategy in competitive environment.

Objective: To work in the Sales Department & assure scalable business growth with functional excellence.

Proficiencies:

- Strategic Sales Management
- Logistics Management
- Trade & Promotional work
- Critical thinking & Creativity
- Situational Leadership
- Business Analysis
- Distribution Network Design
- Emotional Intelligence
- People Management
- Product line development

Date of Birth: 14, June, 1984

Working Experience:

1. **Organization Name:** UPS Bangladesh (**Website:** www.ups.com)



Designation 1: Zonal Sales Manager

Duration: From Mar'20 to till now

- Monitor Account Executives utilization of the Pipeline Forecast and ensuring business from new and existing customers is successfully negotiated in a timely manner.
- Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories; and projecting expected sales volume and profit for existing and new products.
- Support Marketing function to implement Global, Regional & national marketing campaign & initiative.
- Ensure all UPS customers are served effectively by the sales force and Up-Selling and Cross-Selling opportunities are identified and negotiations commenced
- Manage and grow Sales Territory Managers of assigned area by leading a team of 17 people.
- Developed work from home culture during Covid 19 pandemic & proposed alternative sales strategies.
- Drive new business initiatives for Country, in-line with global directions.

2. **Organization Name:** DHL Express Bangladesh (**Website:** www.dhl.com.bd)



Designation 1: Business Development Specialist

Duration: From Aug'19 to Feb'20

- Drive to maximize the cross-border E commerce opportunity exist for Bangladesh.
- Work on the E2E process (Awareness Building, Develop Ecosystem, and Business Drive) for creating successful E-commerce environment.
- Assist with Digital Marketing strategies & ensure premium logistics solution.
- Work as country Lead to maximize opportunities from diversified Industries.

Designation 2: Sales Territory Manager (Hay Grade 10)**Duration:** From Nov'14 to Aug'19

- Acquired Major Customers (Natural Denim, Dird Composite Textiles Ltd., Dressmen Ltd., DAMCO & Asmara BD Pvt Ltd.) for the company between 2015-2018.
- Ensured 30% year to year growth in '16 & 35% year to year growth in '17 & awarded in Q1 & Q2 in 2017.
- Awarded as AP Employee of the Year – 2017 for sales excellence - DHL Express Global Office
- Drove “Quality Revenue” Pillar under country's core revenue program “Source of Growth” for 2018.
- Accomplished “Volume Boost” Pillar under country's core revenue program “Source of Growth”.
- Served as Team Leader- DHL (BD) Import Process Improvement Initiative & Customs Revenue Drive.
- Formulated sales strategies, proposed action plan, worked as a single point of communication & completed the entire sales process, reporting & documentation issues with functional excellence.
- “COMBO” Campaign Design & Execution (Q3 & Q4)- Sharegain competition within commercial team from all Competitors Generated Euro 2.1K additional over 2017.

**3. Organization Name:** BRAC Bank Ltd. (Website: www.bracbank.com)**Designation 1:** Associate Relationship Manager, Payroll Banking**Duration:** From Dec'13 to Nov'14

- Procuring, convincing & acquiring new payroll clients (Dressmen Ltd, Mahmud Denim, Mitali Group) to expand the current payroll customer base within the bank's guideline.
- Led the team in actively planning, developing and managing the designated portfolio for Payroll & Corporate Banking & in being the primary contact point for the designated Payroll clients in the Bank.
- Support in acquiring new Payroll clients for the Bank by providing the after sales service and ensure maximization of revenue for the team and the Bank (selling loans & Credit cards to potential clients)

Designation 2: Associate Relationship Manager**Duration:** From May'11 to Dec'13

- Created & implemented an effective Personal Scoring Module (PSM) to highlight the Key parameters of call center workforce performance.
- Setting up the benchmark Average Call Handling Time (AHT) for call center agents based on the call queries, workforce distribution at a given time.
- Reduced the Call Abundance ratio by 15%-20% and improved the call structure quality score.
- Improvising the agent QA evaluation format & got maximum First Call Resolution (FCR) percentage.
- Ensure continuous improve of the quality service provided from the Alternate banking Channels.
- Monitoring and maintaining an effective KPI system, find out the agents Improving areas to ensure call center quality service & monitor the IVR & Inbound call data to reduce call abundances.

**4. Organization Name:** Airtel Bangladesh Limited (Website: www.bd.airtel.com)**Designation 1:** Customer Service Representative**Duration:** From May'09 to Jun'11

- Performed day today's customer calling & reporting work as per company's guideline.

Academic Qualification:

- MBA in Marketing from University of Dhaka with CGPA 3.65 out of 4.00 in 2013
- BBA in Marketing from North South University with CGPA 2.80 out of 4.00 in 2009

Internship Experience: Worked as an Intern (Marketing Division) at GlaxoSmithKline (GSK) for 4 months.**Training:**

- BIC - 2 (Best in Class) Sales Training
- Certified International Specialist- Sales
- Effective Sales Territory Management
- Advanced Excel Training.
- Service Quality Refreshers Training

Membership: Active Member of Kurmitola Golf & Country Club.**Computer Skill:** Sound in Microsoft office**Language:** Fluent in Bangla and English**References:** Will be given if required