



MD MONIR UDDIN

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Seeking challenging assignments in the areas of General Management / Sales and Marketing / Customer Relationship Management / Receivable (Credit and Recovery) Management / Business Development (Potential for Growth Strategy)

PREFERRED INDUSTRIES:

Commercial, Passengers & Personal Vehicle / Two and Three Wheeled Motor Vehicle / Construction Equipment and Agricultural Mechanization equipment / Low Voltage Electrical Accessories and Protection Equipment / Electronic Devices and Accessories / Home Appliances / IT Infrastructures and Solutions / Surveillance and Security Solutions / IT Accessories etc.

PROFESSIONAL PROFILE

- 1 **25 + Years** of experience in **Business Unit Leadership, Sales, Marketing, Business Development** and Channel Management
- 2 I am a **Sales and Marketing Expert** with good product and processes knowledge of Agriculture Machine, Commercial Vehicle, Power Sector Industry
- 3 Recent experience with **Energypac Power Generation Ltd. as Head of Business - Agro Machine Division** (John Deere Business)
- 4 Handling JD **Asia** markets to shapeup business parameters through **sales, channel development and marketing** work
- 5 **Extensive experience in Develop Business Growth Strategy to achieve the goals for the market penetration, market expansion, product expansion, diversification and acquisition.**
- 6 **Expertise** exploring and developing new business, new department, new markets, dealers, accelerating growth & achieving desired sales goals.
- 7 Having 15+ **Years** of experience with sales and marketing **Leadership role** in Bangladesh.
- 8 **Functional Exposure** – Sales & Marketing, Credit and Recovery, Agro business, commercial vehicle business, IT system infrastructure etc.
- 9 Proficient at analysing market trends to provide critical inputs for **business profitability enhancement initiatives** and formulation of sales and marketing strategies.
- 10 Adept in coaching the sales team on pre-sales and sales processes, new product features/modifications.
- 11 Proven ability to successfully **manage a P&L and drive growth** with clear understanding the commercial levers in a P&L
- 12 **A keen planner and strategist with proven track records of consistently increasing the sales/ profitability of the company.**
- 13 Effective communication, interpersonal and relationship management skills.
- 14 I can always be trusted to act in the best interest of the company

AREA OF EXPERTISE

Business Unit Leadership, Develop Business Growth Strategy, Sales and Marketing, Business Development of New Customer Segments, Distributor/Channel Management, Customer Support, Product Management, Strategic Planning and Product Support, Profitable Market Share Growth, Develop IT Strategy, Business Process Re-Engineering.

SPECIALTIES & SKILL

Comprehensive Working, Farm Mechanization, Agriculture Practices, International Business knowledge, Product Marketing, High Value Product Business Development, Rural Marketing etc.

CORE STRENGTH & STATEMENT

As a self-learner and passionate to learn, I believe on proximity of skills sets through continual learning and transformation doing job with innovation and out of box thinking.

ORGANISATIONAL EXPERIENCE (25 years 03 months)

ENERGYPAC Power Generation Ltd. – (April 1997 – present)



Head of Business (Agro Machineries Division) (Jan 2017 – present) 04 Years 07 Months

John Deere Business
Agriculture Equipment's Industry



JOHN DEERE

Key Responsibilities:

- **Manage a P&L responsibility and drive growth strategy** with clear understanding the commercial expectation from the company.
- Handling mainly **JD Asia business** operations to shapeup business parameters through **strategic sales, marketing, and Channel Management** work
- Overall responsible to drive sales in coordination with other support function leaders to ensure that profitability, sales, market share targets are achieved
- Active technical and commercial support of the sales team for sales execution (sales strategy, sales process, product/ solutions, key account presentations, negotiations etc.) for canvassing new customers and sustainable sales growth
- **Collaborate** with function leadership to develop and implement **product-pricing strategy** to meet Company objectives
- Prepare budget, business plans and responsible for achieving targets in assigned sales region (whole goods & spare parts)
- Drive the development network i.e., **Channel Management** strategy to ensure proper coverage for our customers
- Process development for enquiry management system (EMS) and ensure proper execution of EMS
- Meet regularly with sales personnel to review sales activity funnel (CRM tool), customer retention and relationship activities, review sales performance compared to goal, production, and training needs.
- Maintain an awareness of market behaviour and competitive trends in designated market to anticipate changing customer needs; proactively manage customer base
- Overall responsible for sales, marketing, parts sales, service support, financing and finance recovery for Agro Machine Division

Achievements:

- Appointed 12 **new** dealers and established **4 new** branches for Agro Machine division
- Achieved **profitable level 1st time** for Agro Machine division in 2019 after establishment in 2014
- Establish demanding markets for premium price product (35 % to 40 % higher) tractor Agro mechanization equipment's in Bangladesh market
- First time sales target achievement with **240 units** sale with company profitability guidelines in year 2017-18
- Received John Deere prestigious "Best performance Distributors Asia Award – 2018 "
- Achieved price reduction approval from John Deere (12 % to 18 % reduction) by price rationalization proposal, databased, fact-base
- Developed VSG (Value Selling Guide) for Bangladesh market.
- Achieved **business plan** with **growth of 134 %** in dropping industry (-12%) of **FY19**. Ever highest sale benchmark establishment in this sales Division
- **100 %** implementation of **EMS (Enquiry management System)**
- **64 % CAGR - Revenue Growth** in operating from FY17 to FY20
- Successfully developed **market scan** for Bangladesh (Agro Machinery landscape)
- Introduced 5 new products in Bangladesh market

PAST EXPERIENCE

Head of Information Technology Department

IT administration, Infrastructure, and network

Key Responsibilities:

- Overseeing and leadership for overall IT department to make sure business feasible and smooth functioning of the system infrastructure and system solution in respect of core hardware, software, office productivity, communications etc.
- Short- and Long-term IT value proposition through alignment of current business as well as forecast for next 05-10 years' business expansion.
- Optimum utilization of 12 members team dedicatedly works for IT System infrastructure and business automation solution planning, development, and support to fulfil real-time business demands. Proactively conducting opportunity analysis by keeping abreast of market trends/competitor moves to achieve market-share metrics

I worked for ENERGYPAC since 1997 to until December 2016 and performed in the multi-discipline with multiple capacities as an Executive up to Senior Manager.

ACADEMIC CREDENTIALS

- **MBA (Master's in Business Administration)**, from University of New Castle, Affiliated Center Dhaka, 2006.
- **BA (Bachelor in Arts)**, from Kafiluddin Degree Collage under National University, 1993.

TRAINING & CERTIFICATION

Undergone training at:

- 1 **LinkedIn**, (Online) a. Transitioning from Manager to Leader
b. International Marketing Foundation
c. B2B sales
d. Social Media Marketing Foundation
Duration: 1hr-2hr of each (July 2021)
- 2 **IBA, Dhaka University**, Marketing Competences for Managers (MCFM)
Duration: 4 Months (June 2018-Sept 2018)
- 3 **BITM** Team Building and Team Management Training
Duration: 2 Days in August'19
- 4 **IMPRA** Presentation Skill Development Training
Duration: 4 Weekend Days in March'18
- 5 **John Deere** - Sales Essentials on Tractor and Combine Harvester
Duration: 10 Days in August'17
- 6 **John Deere** - Customer Service Skills
Duration: 02 Days in April'18
- 7 **John Deere** - Solution Selling | Sales-CRM Enterprise Strategy
Duration: 02 Days in May'19
- 8 **IIT, Kharagpur, INDIA**, Middle Management Training Program (MMTP-2006)
Duration: 06 (Six) Weeks, June 12, 2006 to August 19, 2006

 **LinkedIn** LEARNING



COMPUTER SKILLS

Well versed in **Windows, MS-Office, Internet, CRM tools**

PERSONAL DETAILS

Date of Birth : 1st Jan 1975
Language known : English and Bangla
Permanent Address : Vill+P.O: Uttar Joypur, Dist: Lakshmipur, Bangladesh
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Reference

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Additional Managing Director

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Aminul Haque
***Sales Director, Bangladesh, Nepal and
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Md. Monir Uddin