



# Mahbubul Alam

Marketing Professional / End Campaign Go to Market / Category Management / Supply Chain Management / Business Development | Dhaka, 1207, Bangladesh | +8801711507264

## DETAILS

Mohammadi Housing Ltd,  
Mohammadpur, Dhaka,  
1207, Bangladesh  
+8801711507264

[mahbubulalam.my@gmail.com](mailto:mahbubulalam.my@gmail.com)

### DATE / PLACE OF BIRTH

08-08-1975  
Bangladesh

### NATIONALITY

Bangladesh

## SOCIAL LINKS

[LinkedIn Profile](#)

## SKILLS

End to End Campaign Go to  
Market

Marketing Professional

Category Management

Supply Chain Management

Business Development

Stakeholders relation  
management

Disciplined Executor & Highly  
Organized

## PROFILE

A dedicated and experienced Campaign and Business development, Marketing professional with experience in Customer service, Trading, Supply Chain and Distribution management. As campaign and business development manager, my work experience has covered a wide spectrum; ranging from doing campaign management & execution, Business development, Market comm, Products, Regulatory, Customer service and Trade marketing, where as I handled some important strategic activities in the organization.

Experienced in working with leading organizations such as Government, International NGOs, private organization, local business association in different capacities enhancing stakeholder management.

Being in the service industry, I have started my career in local trading and distribution field, managing multiple responsibilities. I have joined over in Telecom industry (Telenor ASA, Leading telecom operator) since 2006 and currently working in Kuala Lumpur\_Malaysia as Supply Chain manager.

A goal oriented, highly organized person with proven track record of achieving business target & successful execution. I believe in being good presence of mind and always involved in the detail of responsibility with a go getter mindset. I constantly strive to be a good finisher, time bound and a firm believer in excellence in execution.

Now, I am seeking a career that will utilize my area of competence where I can translate my operational excellence, giving the opportunity to be part of a team that contributes towards the business growth of both the professional and organization.

- Experienced in campaign development & Project management
- Skilled in campaign End to End Go To Market process
- Skilled in Business Development, Stakeholder Management & Negotiation
- Skilled in Supply Chain management, Forecasting & Inventory management
- A fantastic team member with numerous qualities to handle crisis & conflict
- Solid experience with Roll-out & operations
- Managing A&P and media plan
- Distributor Management and Operational Planning
- Very good at time management, Disciplined executor and highly organized person.

## EMPLOYMENT HISTORY

◦ LANGUAGES ◦

English

Bengali

## Supply Chain Manager at Tagafood Sdn Bhd, Malaysia, Kuala Lumpur, Malaysia

Mar 2019 - Present

Responsibilities:

- Plan and implement the overall supply chain strategy.
- Assist logistics process for the development of new products, packaging, inventory management, manufacturing, shipment and delivery, and returns on products.
- Collaborate with Productions, Sales, and Distribution operation.
- Identify process bottleneck and implement solutions on time and suggest solutions for process improvements.
- Train and evaluate, provide constructive feedback to the stakeholders
- Work with finance, sales, and manufacturing team to determine efficient operations
- Build and maintain good relationships with vendors and distributors
- Keep detailed records, generate reports, and develop presentations to help management understand the inventory
- Read and comprehend legal documents, such as suppliers or import/export agreements.

## Marketing & Business Development at Smart Surface Sdn Bhd, Kuala Lumpur, Malaysia

Jul 2017 - Feb 2019

Responsibilities:

- Identifying new business
- Finding new products and/or services
- Manage Projects through coordination, supervision and facilitation projects under Business Plan
- Work independently with stakeholders to maintain the project timeline
- Closes new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Contacting potential clients via email or phone to establish the relationship and set up meetings
- Training personnel and helping team members develop their skills
- Protects organization's value by keeping information confidential.

## **Lead Specialist, Campaign Manager, Marketing, at Grameenphone Ltd (Telenor ASA), Dhaka, Bangladesh**

Nov 2009 - Jul 2016

Primary responsibilities:

- Responsible to design and ensure end-to-end launch OTIF commercial Campaign and Projects.
- Solely responsible to maintain commercial value chain and regulatory issues for campaign and projects.
- Oversee campaign and project activities to ensure consistency with the Brand guideline.
- Responsible to achieve company KSI through designing and executing Projects.
- Additionally, responsible to manage and follow-up the cross functional process and review when required.

Details of the responsibility:

- Prepare Go-To-Market plan and coordinate all necessary activities of the campaign and align with all the internal and external stakeholders to maintain timely execution of the campaign.
- Maintain relationship with Govt regulatory and follow up regulations along with business development process.
- Align the entire value chain, follow up and ensure launch On Time in Full (OTIF)
- Prepare Campaign Check List for respective campaigns
  - Provide support to immediate supervisor in achieving campaign timeline and KSI
- Monitor campaign performance and support to achieve revenue target of the respective campaign.
- Follow up the cost to ensure maximum return of A&P.
  - Recommend alternative media and appropriate Go-To-Market plan to achieve company revenue target.
  - Work closely with the technology team and ensure campaign design is optimized to achieve efficiently.
  - Taking the decision in collaboration of stakeholders, review the execution and simplify the process in the critical situation.
  - Prepare communication medium in consultation with Market Communications Team & Media Team.

## **Officer, Data & New Business, Commercial at Grameenphone Ltd, Dhaka, Bangladesh**

Jan 2008 - Nov 2009

Job Responsibility:

- Select potential entrepreneurs, provide skill development training and rollout CIC (ICT based information center and facilitate unprivileged farmer and promoting agriculture web based service and products through CIC) across the country.
- Facilitating to develop and implement e-krishok (web based agricultural information and advisory services delivered through Tele Center) platform to address their agricultural problems and constraints to improved farm productivity.
- Positioning e-Krishok through awareness building and showcase the benefits of e-krishok services including FRS (web based fertilizer recommendation system) & demonstration of benefits to the farmers and other stakeholders.
- ACT (Agricultural Commodity Trade) – Identify the weaknesses in the agriculture value-chain to remove trade barriers and creating a virtual market place for stakeholders in the value chain including farmers, local traders and wholesale/retail traders.

## **Customer Manager, Customer Demographic management, Commercial at Grameenphone Ltd, Dhaka, Bangladesh**

May 2007 - Jan 2008

Job Responsibility:

- Subscriber acquisition form (SAF) management
- Product wise customer data entry
- Electronic archiving for MCRS

## Customer Manager, GPSD, Customer Management Division at Grameenphone Ltd, Dhaka, Bangladesh

Jan 2006 - Apr 2007

Job Responsibility:

- Attend customers regarding voice/internet/VAS products related queries and provide necessary information to the customers.
- Provide solution against customer complaints.
- Share telecom products knowledge.
- Provide technical support to customer such as activate price plan and setting internet.
- Lodge customer's feedback through reporting to management.
- Verifying customer's relevant documents address and credit information.
- Accept payment from customers against the service delivered.

## Sr. Executive at Elaf Trading Ltd., Dhaka, Bangladesh

Mar 2002 - Dec 2005

Job Responsibility:

Sourcing of Product / Brand-

- Explore and establish communication to potential sources for product / brand through Web-search, phone, and fax, e-mail.

Target Market selection and product's features adjustment-

- Specifying desired product features as customer requirement and competitor's condition.
- Negotiate with potential principle for required features of product, price, packing design, pack size, Quality & promotional support etc.

Import requirements analyses-

- Setting and fixing H S code, duty structure, VAT, AIT, Insurance etc.

L/C Processing & Banking requirements-

- Collect Pro-forma invoice and open L/C and meet all banking documentary requirements.
- Manage OD, LIM, and LTR on consideration of financial condition.

## Executive at Elaf Trading Ltd, Dhaka, Bangladesh

May 1997 - Mar 2002

Job Responsibility:

Distributor Selection and Monitoring-

- Visit sales territory / distribution area countrywide and select distributor.
- Prepare distribution requisites and condition.
- Distribution Planning & Networking.

Stock Planning & Control-

- Prepare stock requirement and ensure smooth delivery management.
- Documents development & implementation to increase efficiency.
- Control and adjustment of product supply.

Staff placing & performance evaluation-

- Setting Individual sales target as per product features.
- Develop various formats for monitoring delivery performance.
- Prepare and report operational challenge to Principle Company.



## EDUCATION

### National University, Dhaka, Bangladesh

2005

Degree: Master's Degree



M.Com Marketing (Course duration two years)

### ideal College, Dhaka, Bangladesh

1996

Degree: Bachelor


B.Com, Commerce (Course duration two years)

-  **Dhaka College**  
1993  
Degree: Higher National Certificate  
Higher Secondary Certificate
-  **Badshah Faisal Institute**  
1991  
Degree: Secondary School Certificate  
Secondary School Certificate




## EXTRA-CURRICULAR ACTIVITIES

-  **Organizing Secretary at Dhaka College HSC 1993, Dhaka**  
Jan 2017 - Dec 2018  
Dhaka College HSC 1993 Alumnae Association
-  **Member at DexSa, Dhaka**  
Oct 2019 - Oct 2019  
Dhanmondi govt Boys Ex Student Association

## REFERENCES

-  **Tanvir Chowdhury from First Security Islami Bank**  
tachowdhury@gmail.com | +8801711506579

## COURSES

-  **PRINCE2® Foundation Certificate, PeopleCert**  
Nov 2014 - Nov 2014
-  **Project Mangement, British Council**  
Jun 2008 - Jun 2008
-  **Lean six Sigma Yellow Belt, Grameenphone Ltd**  
Jan 2012 - Jan 2012