

RESUME OF

MD. KHALED HOSSAIN

To pursue a challenging career for consistent and sustainable business growth enhancing team efficiency, resource optimization to achieve specific result. Implementing long and short term strategy in line with share holders’ expectation positioned in C-Suite Executive.



Cell: +8801713203395

House: 10, Road: 7, Sector: 12, Uttara, Dhaka

Email: [shimulkool@yahoo.com](mailto:shimulkool@yahoo.com)

Office: [ceo@seclbd.com](mailto:ceo@seclbd.com)

(SECL – An authorized distributor of Castrol)

**Linked in**

<https://www.linkedin.com/in/khaled-hossain-897b9635>

<b>WORK EXPERIENCE</b> (24 Years+)	
<b>Chief Executive Officer:</b>	<b>Standard Essential Co. Ltd.</b>
An Authorized Distributor	
(Dec’19 ~ Jul’22)	
<ul style="list-style-type: none"><li>- Restructure distribution channels</li><li>- Channel Mapping for new and additional capacity</li><li>- New type product/type lunch</li><li>- Direct retail channel activation to gain more and reduce cost</li><li>- Formulation of sales marketing budget &amp; business plan</li><li>-Introduce new product in industrial structural &amp; constructional product</li><li>-Give Business direction to all the functional head</li><li>- Develop new ideas &amp; process for result-oriented culture</li><li>-Provides directional leadership for a growing team &amp; Team building.</li></ul>	
<b>Head of Sales &amp; Marketing:</b>	<b>Rahimafrooz Distribution Ltd.</b>
<b>Head of Sales &amp; Marketing</b>	(Apr’17~Dec’19)
<i>(as additional responsibilities)</i>	
Electrical & Accessories Category	
Hager, France & GE Lighting Business	
<b>Head of Sales &amp; Marketing</b>	(Aug’16~Mar’17)
<i>(as additional responsibilities)</i>	
Lucas Battery Category	
<b>Head of Sales &amp; Marketing</b>	(Aug’12 ~Nov’19)
Emergency Power Product Category	
Rahimafrooz IPS, UPS, VS	
<b>Marketing Manager</b>	(Sep’08~Aug’12)
Emergency Power Product	
Rahimafrooz IPS, UPS, Stabilizer	
<b>Head of Sales &amp; Marketing</b>	<b>Energypac Power Generation Ltd.</b>
<b>(Head of Sales &amp; Marketing)</b>	(July’07~Aug’08)
<i>(FG Wilson &amp; Guascor Generator)</i>	
<b>Manager</b>	(Jul’05~Jun’07)
<b>Deputy Manager</b>	(Sep’03~Jun’05)
<b>Sr. Sales Engineer</b>	(Mar’03~Aug’03)
<b>Sales Engineer</b>	(July’01~Feb’03)
<b>Sales Engineer</b>	<b>Anrhus &amp; Shuzos Co.</b>
<b>Sales Engineer</b>	(Oct’99~Jun’01)

<b>MANAGEMENT COMPETENCY</b>	
<b>Competencies</b>	<b>Area</b>
Enterprising sprit	Seeks opportunities for success
Balances long & short-term objective	Leads the change process Is a change agent
Cost and revenue mgt.	Profit Management
	Cost Management
Control and reporting	Risk control
	Reporting and Management Info.
Performance Management	Measuring and aligning Performance
	Rewarding
Performance Based Culture	Marketing planning
	Sales planning & execution
	Product planning
Resource management	Sales &Supply chain management
	Brand & trade communication mgt.
Portfolio Management	Product positioning, promotions and development

<b>EDUCATION</b>	
<b>EMBA in Marketing</b> 2006~2008	
Executive Masters Of Business Administration	
Major: Marketing	
North South University, Dhaka	
<b>Bachelor in Science (B. Sc. Eng.)</b> 1995~1996	
Major: Mechanical Engineering	
Chittagong University Engineering & Technology	
<b>Higher Secondary Certificate HSC</b> 1988	
Major: Science	
Notre Dame College, Dhaka	
Higher Secondary Education Board, Dhaka.	
<b>Secondary School Certificate</b> 1986	
Major: Science	
Motijheel T&T High School, Dhaka	

<b>SKILLS &amp; COMPETENCIES</b>	
People Leadership	
Strategic & Innovation	
Distribution Mapping	
Mentoring	
Product Development	
Project Management	
Change Management	
Mentoring	

**PROFESSIONAL SKILLS**

23 years of professional experience covering retail, corporate, institute and dealer channel sales with proven ability to face business challenge to turn around to profitable outcome.

**JOB SUMMARY**

Contributing as a CEO under Industrial , Power Energy segment Castrol lubricant business domain since December 01, 2019, till July 30, 2022. An experienced category head having positive and strategic mindset with twenty-three years’ of leadership experience covering retail, institute and dealer channel sales, profit & loss responsibility holding under SECL for 2.8 years, Rahimafrooz for 12years and Energypac for 8 years.

**SPECIALTIES**

Leadership, marketing, sales, customer service, branding and identity management, new business development, business turn around planning and execution with logical cost containment approach. In line with organizational goal, I focus on crafting and execution of customer service strategies through leading high performing after sales service team.

## TRAINING & CERTIFICATION

### A) On Job Training & Accomplishment:

- Middle Management Training Program in Vinod Gupta School Of Management (**VGSOM**) IIT, Kharagpur jointly organized by **Indian Institute of Management (IIM) and IIT, Kharagpur** sponsored by Royal Danish Embassy.  
Objective: Develop organizational leadership skill for achieving excellence
- Training Completion Certificate by **CASTROL Academy**  
Training Module : Castrol product & brand details , GME Application , Two brand strategy, approach to market, selling strategy
- Course Completion Certificate by **CASTROL Academy**  
“Ethics and Compliance” Course Module : The ethics and Compliance module within the Castrol Academy training program covers British Petroleum (“BP”) code of conduct principles including those related to anti – bribery, anti – money laundering, competition, anti – trust and international trade laws:
- Theme Leader of project “Rahimafrooz **Operational Excellence**” conducted by [www.mtiworldwide.com](http://www.mtiworldwide.com) under MTI CONSULTING of 12 week project period to review and critically analyze RDL Processes, Structure and Systems with respect to the current and future strategic direction through **lean management**.

Objective : Design and recommend efficiencies and improvements in the processes, structure and system with performance and operational excellence transforming RDL to lean management

- Rahimafrooz Electronics business strategy mapping under “**Building Strategy Management System**” in association with [www.thepalladiumgroup.com/apac](http://www.thepalladiumgroup.com/apac) **Palladium** as Theme Leader (Objective Champion) of channel management, complete product and service , customer service excellence , operational excellence followed by IIAA ( Issues , Implication, Action, Accountability) reporting . FR as perspective leader, MMM as Sustainable Growth Theme Leader under VISION 2015.

Objective : RDL business turn around initiative following “Change , Focus , Win” initiated November 16, 2014

- Training on **MBTI** ( Myers-Briggs Type Indicator), a widely-used personality inventory or test, employed in vocational, educational, and psychotherapy settings to evaluate 16 personality type with preference amongst ESTJ (Extroversion, Sensing, Thinking ,Judging) & INFP (Introversion, Intuition, Feeling , Perceiving) resulting Type ISTJ.
- Training on **Competency Framework for Rahimafrooz** ( Attribute Level 1~4) on enterprising spirit, leads the change process, Financial – Marketing – Sales – Project Management –HR Competency
- Certified Master class titled “**Marketing 3.0**” Profitability, Returanability, Sustainability by **Prof. Philip Kotler** organized by Brand Form in association with “Kotler Impact” dated June 9 , 2011
- Learning program on “**Service for sales excellence**” facilitated by Dhammika Kalapuge organized by BrandResults  
( <http://brandresults.org/events/>)dated April 17 , 2016
- Participated in "John Adair's Action Centered Leadership (ACL) training
- **Internal Auditor** certification : Rahimafrooz certified **ISO 9001: 2008** on QMS standard and documented procedures
- **I + 10** Value Awareness Session and community session participation
- **Strategy, Operation Excellence, Turnaround & Lean Project** Training under SK Agrawal (Principal Consultant ), Agrawal & Associates, ([www.agrawalnassociates.com](http://www.agrawalnassociates.com) + 91-9873592082 )

### B) Online Training:

- Developing self-awareness
- Unconscious bias
- Managing your emotions at work
- Social media marketing strategy & optimization
- Foundation Training on Porject Management
- Employee engagement
- Negotiation skills & technique