



CV of MD. ZAKIR HOSSAIN

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Career Objective:

Implement the organizational policies & strategies to compete with competitors, Developing and implementing sales strategies for increase of market share and profitability on sustainable basis in line with Annual Business Plan (ABP) according to KPI & KPM.

Career Summary:

SL	Organization Name	Sector	Duration	Experience Break down	Total Exp
01	CSL Software Resources Ltd	Software and IT	2019 to till		25 Years
02	Hangzhou Delixi Group	FMCG, Electric & Electronics	2018	09 Months	
03	Dedication Group	FMCG, RMG, LPG, SCM & Software	2017 to 2018	01 year	
04	JAMUNA Group	Electronics & Automobiles	2015 to 2017	02 years	
05	RANGS Group	Telecommunication	2014	01 year	
06	BESTWAY Group	FMCG, Real Estate, E-commerce	2007 to 2013	06 years	
07	Nestle (Bd) Ltd with TRANSCOM Group	FMCG, Beverage, Pharma,	1995 to 2007	12 Years	

Social Engagement and Voluntary Activities

SI	Organization	Designation
01	Lion Club of International	Member of 315 A1 and Treasure of The Lion Club of Dhaka Infinity
02	Marketing Alumni Association (Dhaka University)	Life Member of MAA, Marketing Dept, DU
03	Dhaka University MBA Association (DUMA)	Executive Member
04	Quantum Foundation	Silver Blood Donor
05	BSED Foundation	Founder

Key Strength Area: # Expertise on Digital Marketing, # Business Operation # Situational Problem Solution # Devoted to work # Honesty # Problem-Solving, Critical Thinking, Flexibility, Communication, Teamwork, Organization, Creativity # Emotional Intelligence

Employment History, :

Head of Business (Feb'19 to till)

1) CSL Software Resources Ltd

Company Location: Uttara

Department: Sales & Marketing

Responsibilities:

- 1) Software Sales Management Development (**For National & International Market**)
- 2) Structured & effective build the Sales team within follow up the standard process flow chart.
- 3) Successful execution of these strategies is required to achieve our financial targets.
- 4) **Tender** activities with govt and private organization..
- 5) Take ownership of the management of the sales and marketing functions of the business.
- 6) Drive increased revenue and profit to achieve the company's ambitious growth.
- 7) Conduct research and analyze trends in the product or service offered by the company to develop **marketing** strategies

Products are :

- : KORMEE (HR & Pay Roll management Software)
- : KANDAREE (ERP Software for specially **RMG Sector**)
- : HRITEE (VAT Management Software)
- : KANDAREE BUYING HOUSE (ERP for Buying House)
- : Mobile Apps within the running products (**KORMEE**)

Achievement: Created strong sales team and good relationship with international buyer.

Head of Business (May'2018 to Jan'2019)

2) Hangzhou Delixi Group Co Ltd (China)

Company Location: Mogbazar

Department: Business Development & Branding

Responsibilities:

- 1) Responsible for the overall management of all strategic and operational Marketing and Customer Relationship activities.
- 2) Priority is to assist companies acquire new customers and sell additional products or services to existing ones, this means the role is a crucial one for any business with the ambition to expand or the necessity to diversify its clientele.
- 3) Provide market feedback to the company leadership regarding competitive offerings, prospect needs and generate product development ideas.
- 4) Working to stringent targets, the job holder will be required to adopt a professional and knowledgeable approach to each new business call.

Products are:

- Delixi LED Bulb Series (**Electric & Electronics Item**)
- Delixi Switch Socket
- EA Pump
- EA Aluminium Composite Panel (**ACP**)
- E & A Construction

Sugerchoo (a Chain Shop Bar & Cafe)

Achievement: Being a new product in market, prepare objective according to vision & mission and implement according to business plan. Build up strong motivated team as a new wings and effort to market as branded company activities.

CMO (1st March, 2017– 19th May, 2018)

3) Dedication Group

Company Location: Banani

Department: Business Development & Branding

Responsibilities:

- 1) Responsible for overseeing the planning, development and execution of an organization's marketing and advertising initiatives
- 2) Directly reporting to the Managing Director, the generate revenue by increasing sales through successful marketing for the entire organization, using market research, pricing, product marketing, marketing communications, advertising and public relations.

Products are:

LPG Sector (GRS)

E-commerce

Supply Chain Management

RMG

Construction & Engineering

Software Management

Edutech Management

Power & Energy

Achievement: Created new business wings, developed team and earn revenue as well (GRS, RMG).

Head of Marketing (January 8, 2015 - February 23, 2017)

4) Jamuna Electronics & Automobile Ltd (a concern of JAMUNA GROUP)

Company Location: Jamuna Future Park, Ka-244, Progoti Saroni, Kuril, Baridhara, Dhaka-1229

Department: Marketing & Branding

Responsibilities:

- 1) Market research on advertisement and brand image of consumer electronics item and its impact on sales.
- 2) Monitor Marketing & brand dept.

Products are:

Refrigerator # LED TV

AC, Motorcycle and all types of Home Appliances

Achievement: Created New Dealer from 45 to 550 including sub dealers and Showroom from 4 to 62 which has remarkable vibrates during my service period.

Head of Marketing (January 2, 2014 - January 8, 2015)

5) Ranks Telecom Ltd (a concern of RANGS GROUP)

Company Location: **RANGS BHABAN**, 117/A, Old Air Port Road, Bijoy Saroni, Dhaka

Department: Marketing

Responsibilities:

Contributing to product & Package development

Responsible for implementing and managing various projects relating to business process improvement and business re-engineering or cross functional activities.

Products are:

- 1) Different Packages (Customized)
- 2) Different Mobile Set (Huawei)
- 3) Value Added Service (Customized)

Achievement: Created Annual Business Plan (**Yearly**) and Financial Budget (Sales), Prepared Promotional Budget, new packages, strong Brand team and New Product Development all process through concern Management.

Head of Marketing and Supply Chain Management (December 2, 2007 - December 28, 2013)

6) Bestway Bazaar.com Ltd

Company Location: Corporate office, Banani, Dhaka

Department: Marketing & Supply Chain Management

Responsibilities:

- 1) Managing all marketing for the company and activities within the marketing department.
- 2) Developing the marketing strategy for the company in line with company objectives overseeing the company's marketing budget.

Products are:

- 1) CFL Bulb Series
- 2) Digital Home Appliance item
- 3) Refrigerators/ AC (Jadroo Brand)

Achievement: Created New SBU and join with **OEM trading** like Best Cable, Best Home appliance (**Jadroo Brand**) and some digital products (**door Lock**) which have remarkable vibrates during my tenure.

Executive (Sales & Marketing) (May 3, 1995 - November 29, 2007)

7) Transcom Ltd with Nestle (BD) Ltd (a Concern of TRANSCOM GROUP)

Company Location: 52, Motijheel C/A, Dhaka-1000

Department: Sales & Marketing

Responsibilities:

- 1) Strategic planning to ensure the sale and profitability services and analyze business development and monitor market trends.
- 2) Monitor continuously supplies chain system in terms with quality, safety, cost and satisfaction. Monitor accounts receivable, cash on delivery collection.

Products are:

- 1) All FMCG item (Fritolay-Heinz-Kurkure)
- 2) Pharmaceuticals (SK+F, Organon / Allergan) & Cosmetics (Garnier /L'oreal/ Maybelline)
- 3) Beverages Item- Pepsi

Academic Qualification:

Exam Title	Concentration/Major	Institute	Result	Passing Year	Duration
MBA	Marketing	University of Dhaka	CGPA:3.33 out of 4	2007	2.5 years
MSS	Economics	Dhaka College	Second Class, Marks :50%	1996	1 Year
BSS	Economics	Dhaka College	Second Class, Marks :50%	1993	3 years
HSC	Science	Chandpur Govt.College	Second Division, Marks :50%	1988	2 years
SSC	Science	D N High School, Chandpur	First Division, Marks :60%	1985	10 Years

Training /Seminar / Workshop Summary:

Training Title	Topic	Institute	Country	Location	Year	Duration
Dashboard Excel	Power Up Excel Report with Power Pivot & Power Query	Thriving Skills	Bangladesh	Dhaka	2020	01 Days
Digital Marketing	Digital Marketing A to Z	Global IT & Institute Ltd	Bangladesh	Dhaka	2020	03 Months
Sales Approach	The Art of Sales: One Minute Miracle Presentation	Thriving Skills	Bangladesh	Dhaka	2020	01 Days
Block Chain	Introduction to Block chain & Crypto currency	BASIS Institute of Technology & Management (BITM)	Bangladesh	Dhaka	2019	01 Days
Data Science	Certification Training on Associate of Python Programming	Thriving Skills	Bangladesh	Dhaka	2019	01 Days
VAT ONLINE	VAT and Income Tax Management	Dhaka Chamber of Commerce & Industry	Bangladesh	Dhaka	2019	02 Days

Team Work	An Approach to Building Organization Effective Core Program	Bestway Institute Research Development	Bangladesh	Dhaka	2012	03 Days
Supply Chain Management	Supply Chain Challenges in Developing Economy	BIRD & Strategic Sustainable Development Institute, Austin, USA	Bangladesh	Dhaka	2011	03 Days
Sales Strategy	Distribution	Transcom Distribution Company Limited	Bangladesh	Dhaka	1996	15 Days

Professional Qualification:

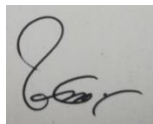
Certification	Institute	Location	From	To
French Language	Dhaka University (Modern Language Institute)	Dhaka	May 1, 2007	July 30, 2007

Specialization:

Fields of Specialization	Description
FMCG Sales & Marketing Market Research	In 2000 as a “Team Leader” of Debut month (1st position) in Sales among the whole Sales & Marketing team within the organization (TDCL) including PEPSi, Pharma and Cosmetics.

Personal Details:

Father's Name : Md. Abdul Malek
 Mother's Name : Monowara Begum
 Date of Birth : January 1, 1971
 Gender : Male
 Marital Status : Married
 Nationality : Bangladeshi
 Passport No : BL0507678
 National ID No : 2696830031773
 Religion : Islam
 Permanent Address : New Truck Road,Natun Bazar,Chandpur-3600
 Current Location : Dhaka



Signature