

Samiur Rahman Sami

Still Learning, Still Improving

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Summary

Accomplished business development leader offering over 14 years of experience driving revenue through product development and marketing campaign management. Creative and dynamic marketer with proven expertise in consistently penetrating new markets to ensure sustainable revenue growth. Leverages exemplary communication and in-person meetings to establish presence and build a positive brand while fostering continuous client engagement. Adept at working effectively to achieve goals both as a cross-functional team member and individual contributor.

Core Competencies

- Strategic Planning
- Revenue Enhancement
- Product Development
- Operational Excellence
- Relationship Building
- Communication
- Business Analysis
- Business Planning
- Competitive Intelligence
- Team Leadership
- Pricing Strategy
- Product Education
- Research & Analysis
- Project Management
- Process Improvements

Professional Experience

Head of Sales Planning

2019 - Now

Xiaomi Bangladesh

Xiaomi is a Fortune500 multi-national technology company and the fastest growing mobile device brand in Bangladesh. Leading the Sales Planning division of Xiaomi Bangladesh country office. Responsible for overall product strategy and go-to-market planning of Xiaomi product categories including mobile device, television and accessories.

- Launched over 10 new mobile device models in the past 7 months since the inception of the country office
- Implemented and established sales tracking and distribution management systems for tracking and monitoring the sales team
- Xiaomi became the fastest growing smartphone brand in Bangladesh and currently holds the Number 1 position, due to the activities conducted by the Sales Planning division

Head of Sales Operations

2017 - 2019

ADA Trading Bangladesh LTD

Lead the Sales Operations unit of ADA, National Distributor of Huawei Mobile devices in Bangladesh. The unit acts as the central communications point for Sales, Logistics and Finance departments and is crucial the overall operation of the business.

- Established CRM solution for managing and maintaining all customer related information
- Implemented Sales MIS for monitoring and tracking sales performance, targets, KPI and market intelligence of both Huawei and competition
- Setup monthly targets and KPI for sales team and business partners
- Conduct channel commission and incentive calculations with timely disbursement.
- Successfully completed 23 national sales campaigns and 11 product launches in 2018
- Launched the industry leading and first-ever warranty service extension product across the country with 356 sales points
- Part of the Leadership Team with oversight on product planning, pricing, import planning and Go-To-Market Strategy

Technical Proficiencies

Microsoft Office Suite

Proficiency of Word, Excel and PowerPoint

Microsoft Windows

Familiarity with advanced operations

SalesForce.com

Proficiency of managing accounts and sales leads

QuickBooks Enterprise

Operating advanced company files

SAP ERP System

Managing financial data and reporting

Certification

- **Advanced Competitive Strategy** – Ludwig-Maximilians-Universität München (LMU), Germany, 2014; Completed online through Coursera.org
- **Competitive Strategy** – Ludwig-Maximilians-Universität München (LMU), Germany, 2013; Completed online through Coursera.org

Training

- **Seven Habits of Highly Effective People** – Franklin Covey; Pinnacle; 2011
- **4 Disciplines of Execution** – Franklin Covey; Pinnacle; 2012
- **Negotiation Skills** – British Council; 2012
- **Anti Money Laundering** – Bangladesh Bank; 2014

References

Head of Business Development - Bangladesh

2015 - 2016

Ziauddin Chowdhury

Country General Manager

Xiaomi Bangladesh

Phone: 01709632136

Email: ziauddin@xiaomi.com

Muzahidul Islam

Sales Director

ADA Trading Bangladesh Limited

Phone: 01711536667

Email: muzahid@adabd.net

Leading Business Development in Bangladesh for meed, a US based Fintech startup in Santa Monica, California. meed is attempting to enable access to core financial services to the masses based on the smartphone platform. Responsible for adding new banks and corporate members into the meed eco-system with strategic tie-ups with card processors, payment gateways, telecom operators and agent networks to establish the meed network in Bangladesh, which would join existing network in Vietnam, Mexico, Colombia, Canada and USA.

- Completed LOI with leading handset brand in Bangladesh for pre-loading meed application on smartphones
- Entered into agreement with global card issuing leader for providing debit cards for ATM and POS access
- Completed agreement with leading telecom operator for enabling customer access through agent network

Head of Product & Market Development

2013 - 2015

United Commercial Bank

Successfully launched UCash, a mobile financial service from UCB, and led the Product and Business Development unit. Launched several industry leading MFS products, never before witnessed in the banking sector. Managed the overall business aspect, which included product and service design, development and execution, market intelligence, business and strategic planning, branding and market communication and technical liaison with UCB IT team, while maintaining complete compliance with Bangladesh Bank regulations.

- Introduced interest on savings for Mobile Financial Services customers for the first time in Bangladesh
- First MFS provider to offer Internet Bill Payment in Bangladesh (Banglalion/Qubee).
- Acquired 1.6 Million customers through 45 thousand agent points in the first 12 months of operation
- Launched the first and exclusive service for traffic case fine payment of Dhaka Metropolitan Police through UCash
- First Mobile Financial Service provider to offer ticketing of an International Cricket series (Asia Cup 2014). Successfully completed ticketing service for 5 other major cricket events
- Received *"Effective Use of Marketing Communication Award"* at the Global Brand Excellence Awards 2014 by World Brand Congress

Senior Manager - Marketing

2012 - 2013

Ollo Wireless Internet

Led the Marketing team for Ollo, the country's first 4G LTE data service provider. Responsible for product development and marketing activities, with special responsibilities for market research and company reporting for senior management. Member of the senior leadership team working closely with billing and technical teams to design and implement new WiMax and LTE products.

- Achieved 34% increase in revenue through segmented BTL campaigns and customer communication over a period of 4 months
- Developed and established Revenue Forecast Model with 97% accuracy levels
- Completed product pricing for Ollo's LTE and Fiber-based products
- Completed an exhaustive Internet and PC Penetration survey for Bangladesh through Nielson
- Conceptualized, developed and implemented Predictive Churn model for data customers with 86% accuracy
- Increased Facebook fans of Ollo's Fanpage from 11K to 19K through social media interactions and campaigns over a period of 3 months

Manager - Business Control

2010 - 2012

Robi Axiata Limited

Business Controller for Market Operations Division responsible for providing financial analysis related to subscriber growth, churn management, ARPU enhancement and revenue projections. Major responsibilities included pre and post campaign analysis for all marketing campaign as well as managing the BDT 150 Cr promotional budget.

- Preparation of yearly business plan 2013-16 through bottom-up approach
- Conducted Region-wise customer profitability (NPV analysis) for all 12 regions of Robi
- Marketing promotional budget efficacy and efficiency analysis for all marketing campaigns of 2011 & 2012, managing to save BDT 500M of promotional expenses.
- Pricing strategy formulation based on analysis of current product price analysis based on time band, region and customer segment, based on which 12 new prepaid tariff plans were launched.
- Prepared business case for all voice, data and VAS launched by Market Operations (a total of 89 products)

Executive - Product Marketing

2009 - 2010

Citycell

Member of the Product Marketing team overseeing the postpaid segment. Designed campaigns and new products for consumer and business postpaid customers and prepared relevant reports for management presentations.

- Launched 7 post-paid products and the first handset bundle with free handset
- Launched 2 pre-paid tariff plans, 3 revenue enhancement campaigns and 3 customer reactivation campaigns
- Achieved 24% campaign response rate for revenue enhancement campaigns for post-paid products and 13% for prepaid products
- Increased monthly reactivations by almost 25% in 4 months through BTL reactivation campaigns
- Project member of Zoom Ultra launch team and launched the first data product bundled in Bangladesh with anti-virus software

Bachelor of Business

2005 - 2008

University of Technology, Sydney

Double Major in Marketing and Information Technology from UTS, one of Australia's top-10 universities according to QS World University Ranking 2015. Completed in Oct 2008 with Distinction

GCSE Advanced Level

2002 - 2004

Aga Khan School

Completed GCSE A Levels from Aga Khan School, funded by the Aga Khan Education Services, with concentration in Computer Studies, Physics and Pure Mathematics.