

SOHEL MAHMUD

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Career Objective:

A sales management professional with 7 years+ experience in Sales, I have worked on Banking & manufacturing industry. I have a proven track record of developing new business. I want to see myself as RSM in next 3 years.

Career Summary:

Education:

2011-2012 | Masters of Business Administration (MBA)

2007-2011 | Bachelor of Business Administration (BBA)

. University of Dhaka

o Major: Marketing

2006 | Higher Secondary Certificate (HSC)

. Notre Dame College, Dhaka.

Employment History:

Total Year of Experience: 7.8 Year(s)

1. Area Manager (May 19, 2020 - Continuing)

Berger Paints (BD) Ltd

Company Location: Dhaka South Sales office. Demra, Staff Quarter.

Department: Sales

2. Sr. Territory Manager (January 1, 2018 - May 18, 2020)

Berger Paints BD Ltd.

Company Location: Under Mynensingh Depot, Territory - Mynensingh

Department: Sales

Duties / Responsibilities:

Becoming more informative & efficient in performing responsibilities. Was assigned for same territory as importance of that territory is getting even higher than before.

. Maintained good rapport with Project customers (Sparrow Builders, Green Properties, MS Enterprise) successfully and ensured business

. Achieved value target of depot consecutively from January to June 2018.

. Re-structured team by plotting them in right zone.

. Converted two 1 crore+ dealers into exclusive from non-exclusive.

. Conducted team building session to motivate all team members towards common goal.

. Analyzing competitor's activities in the territory and assessing business opportunities for business development and gain market share

. Enforce trade scheme/incentive modalities to achieve revenue targets and other performance standards

- . Mobilize resources effectively and efficiently across all the zones by conducting market visit, customer call, counseling, training and development so that insight gain on business and operation management can be better utilized.
- . Specify key business needs and priorities after having detail discussion and market visit with ZO and develop a framework and work modalities to drive business for achieving the target.

3. **Territory Manager (January 1, 2016 - December 31, 2017)**

Berger Paints (BD) Ltd.

Company Location: Under Mymensingh Depot-Territory: MYM Metro
Department: Sales Department

Duties / Responsibilities:

Was responsible for most important & critical market of MYM Depot. Nationally top dealers were there. Successfully handled these dealers with strong relationship and superior service.

Responsible for 3 Zones of T001 (MYM Metro). Business size was 30 crore plus yearly.

- . Dedicated to expanding dealer base by building lasting relationships.
- . Opened more than 500+ painters Dutch Bangle Mobile Bank Accounts
- . Given more focused on shop merchandising & dealers profitability
- . Took successful regional initiatives to outrun competition (Display program)
- . Converted competition dealers towards Berger
- . Gained more market share by breaking competition dominance dealers in my territory.

4. **Territory Officer (April 1, 2014 - December 31, 2015)**

Berger Paints (BD) Ltd

Company Location: Under MYM Depot, Territory : Jamalpur-Sherpur
Department: Sales

Duties / Responsibilities:

- . Worked directly with end customer & project customers to achieve result.
- . Given more focus on relationship & business calls
- . Executed financial norms to win the deal
- . Conducted small painter workshops to establish better relationship with them. Monitored competition activities closely in the market.
- . Opened 20 new dealers to increase distribution reach.
- . Installed 15 Color Bank Machines to secure more business.

5. **Snr. Officer (July 1, 2013 - March 1, 2014)**

Bangladesh Krishi Bank

Company Location: Hobigonj

Duties / Responsibilities:

Was responsible as operation manager of Ajmirigonj Branch, Hobigonj.

- . Performed general banking
- . Provided loans to marginal farmer's.
- . Responsible for loan recovery.
- . Conducted small workshops to establish better relationship with farmers.

6. **Corporate Sales Executive (December 1, 2012 - June 1, 2013)**

Chair King

Company Location: 58/1, East Hajipara, Rampura, Dhaka-1219
Department: Sales

Duties / Responsibilities:

- . Started my journey with CHAIR KING in Dhaka, Rampura where I was responsible for corporate sales.
- . Carefully handling corporate customers like Pubali bank, ICDDR, Eastern Bank

- . Established relationship with new customers like United university, Stamford university.
- . Awarded as best corporate sales officer for 3 consecutive month's.
- . Conducted session with Govt. Organization.

Academic Qualification:

Exam Title	Concentration / Major	Institute	Result	Pas.Year
Master of Business Administration (MBA)	Marketing	University of Dhaka	CGPA:3.4 out of 4	2012
Bachelor of Business Administration (BBA)	Marketing	University of Dhaka	CGPA:3.27 out of 4	2011
HSC	Commerce	Notre Dame College	CGPA:5 out of 5	2006
SSC	Commerce	Siddheswari Boys' High School	CGPA:4.75 out of 5	2004

Training Summary:

Training Title	Topic	Institute	Country	Location	Year	Duration
Effective Negotiation Skills	* In depth insight into the golden rules of a successful negotiation with its fundamental elements. * Recognizing daily opportunities that one has to negotiate. * Understanding the importance of win-win strategies and its application. * Acquiring a 'Toolbox' of tried and tested influencing skills. *	Mind Mapper	Bangladesh		2015	2 Days
Basic Products Knowledge of Berger		Berger Home Decor	Bangladesh		2014	5 days
. "Supply chain in Opsonin Pharma"		Dhaka University	BANGLADESH		2009	3 DAYS.

Professional Qualification:

Certification	Institute	Location	From	To
Microsoft Office	Department of Marketing	University of Dhaka	February 1, 2008	May 31, 2008

Career and Application Information:

Preferred Job Category : Marketing/Sales
Looking For : Mid-Level Job
Available For : Full Time
Preferred District : Anywhere in Bangladesh.
Preferred Organization Types : Banks, Telecommunication, Advertising Agency, NGO, Shipping, Multinational Companies, Travel Agent, Tea Garden, Real Estate, Overseas Companies, Tobacco

Specialization:

Fields of Specialization

- Business Development
- Relationship Management
- Goal-oriented
- Team building
- Verbal/written communication
- Coaching and Mentoring
- Strategic account development
- analytical problem solver
- B 2 B sales

Extra Curricular Activities:

1. Member of Dhaka University career Club.
2. Member of Dhaka University Marketing Family.
3. Traveling

Language Proficiency:

Language	Reading	Writing	Speaking
Bangla	High	High	High
English	High	High	Medium

Personal Details :

Father's Name : Kamal Hossain
Mother's Name : Sayara Khatun

Date of Birth : September 12, 1989
Gender : Male
Marital Status : Married
Nationality : Bangladeshi
Permanent Address : Village : Kharki, Saiham nagar, Madhabpur, Habiganj 3333
Current Location : Dhaka

Reference (s):

	<u>Reference: 01</u>	<u>Reference: 02</u>
Name	Razib Alam	Md Azizullah
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Relation	Academic	Professional