

Khandakar Shah Imran

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Career Summary:

- **Currently working as a Senior Account Manager at Interspeed Marketing Solutions Limited & having solid working** experience of more than 7 years in Sales, marketing, branding, promotion & Strategic Business Planning, customer service & Development Department of country's renowned business conglomerates (**Edison group – Symphony Mobile, Dhaka Tobacco Industries, Robi Axiata Ltd, Grameenphone Ltd**) with adequate job enlargement & enrichment as well as diversified job responsibilities.
- Ensured significant development in all the previous organizations & achieved numerous awards.

Career Objective:

- To work as a **Sales, Marketing & Business Development Professional** & grow rapidly with increasing responsibilities by using my skill, knowledge & competencies.

Proficiencies:

- | | |
|-----------------------------------|-----------------------------------|
| • Sales, Marketing | • Trade Marketing |
| • Distributor & Dealer Management | • Negotiation & Change Management |
| • Strategic Business Positioning | • Just in Time (JIT) |
| • Branding & Event Management | • Customer Service |
| • Trade & promotional Work | • Net promoter score (NPS) |
| • Team Management | |

Personal Information:

Date of Birth: 07th October, 1994

NID No: 19942611280000429

Working Experience:

1. **Company Name:** Interspeed Marketing Solutions Limited (IMSL)
(**Website:** www.imslbd.com/)

Designation: Senior Account Manager

Duration: From June 19 to till now

Major Achievement:

IMSL was looking for a person with good communication skill to get the regular operational brief regarding Trade Marketing from client (British American Tobacco Bangladesh) & run the operation accordingly.

Selected to, play the role of Senior Account Manager, get the regular brief from client regarding the different campaigns & regular merchandising execution nationwide. To run the execution nationwide with effective & efficient manner. Responsible to deal the client related financial issues in regular basis.

- Leading, mentoring and motivating a vast team of 500+ field force while building a positive team culture.
- Executed a variety of trade campaign assigned by BATB nationally.
- Developed quality improvement within current business practices.
- Ensured the timely and successful delivery of required solutions according to BATB needs and objectives.
- Brought in innovation and new strategy in terms of project supervision and monitoring.

2. **Company Name:** Edison Group – Symphony Mobile
(**Website:** www.edison-bd.com)

Designation: Area Manager, Sales

Duration: From April 17 to June 19

Major Achievement:

- Started as an in charge of entire sales team of Rangpur area by leading 5 Zonal Sales Managers, 7 Distribution officers, 31 Brand Consultants and 61 direct sales people.
- Played an acting RSM role for 2 months in absence of RSM and achieved this 2 months target.
- Designed a handset activation campaign for my area on June 2017 (during eid ul fitr) and achieved 21% growth and it was highest nationally. In next eid ul adha this campaign was launched in nationally.
- Ensured 27% growth from smartphone revenue within 3 months after launching 4G enable handsets
- Increased number of retail outlets from 1462 to 1631 in two years & number of DSR from 52 to 61
- Improved the distribution system which ensured 7% growth in 2017, 4% growth in 2018 (even company's business was in degrowth compared to 2017) which is nationally highest among 9 area. In 2017 total sales volume was 8.36 lacs unit and in 2018 sales volume was 8.61 lacs.
- Trained the sales team on Distribution Development, Time Management, Effective territory management & the distributors about the process & policy of company.
- Recruited 3 new distributors in my area (2 in Dinajpur zone & 1 in Panchgarh zone) in 2017 & 1 new distributor in Lalmonirhat zone in 2019 for business development.

Achievements:

- Achieved '**Star Performer Award**' & '**Employee of the Quarter**' for ensuring 11% revenue growth compared to last quarter and retail engagement in Q2, 2018 from Rangpur Market.
- Achieved '**Best Area Sales Manager Award**' & '**Employee of the Quarter**' for 9% revenue growth compared to last quarter in Q1, 2018 from Rangpur Market.

3. **Company Name:** Akij Corporation Ltd (Dhaka Tobacco Industries)

Website: www.akij.net/dhaka-tobacco/

Designation: Territory Manager, Sales

Duration: From July'16 to April'17

Major Achievement:

- Worked as an in charge of entire sales team of Motijheel Territory by leading 5 Retail Sales Supervisors, 3 Trade Marketing & Brand Activation Supervisors, 83 direct sales people.
- Ensured 24% higher business growth in 10 months & the sales increase up to 20.8 mln sticks/month
- Deployed 6 new non mechanized vehicle (NMV) for the ease of distribution and increased number of NMV from 34 to 40.
- Introduced sales incentive system in distribution house which motivated both DSRs and deliverymen.
- Increased number of outlet from 5484 to 6892 in 10 months & in that period company have launched new product of Navy Super Slims and it helped to penetrate product in more outlets.
- Accomplished several trade campaign for retailers like Bondhu program, Raider Campaign successfully
- Initiated to increase sales force working capability so that they could come up with better brand STR, LPC
- Arranged training session for DSR and delivery man in first week of every month. This initiative helped them to calculate their TADS, ADS & RADS to achieve their target.

Achievements:

Winner of '**ACL Champions League**' for ensuring '**Zero out Of Stock**' in Motijheel Territory (6551 outlets) in January, 2017

4. Company Name: Robi Axiata Ltd

Website: www.robi.com.bd

Designation: Territory Executive

Duration: From Jan'15 to June'16

Achievement:

- Started as an in charge of entire sales team of Jhenaidah (Kaligonj) area by leading 13 direct & indirect sales people.
- Designed a D2D activation campaign in 2015 which was implemented on October, 2015 & achieved 15% growth over last month and after that, it was implemented in consecutive 4 months in my area that ensured 47% sim activation compared to 2014. When joined in 2015 sales volume was 35 lacs and before leaving company it reached to 63 lacs which was 80% higher.
- Increased number of retail outlets from 345 to 588 in one year & number of DSR from 5 to 7
- Introduced a sales tracking format (Every SKU) that was implemented in every territories of Kushtia region.
- Increased number of 3G BTS from 2 to 6 during my service tenure of one year in my area.
- Trained the sales team on Distribution Development, Time Management & the distributors about the process & policy of company

Achievements:

1. Achieved the '**Best Territory Executive award**' of Southern cluster market for highest voice & data revenue growth in rising star category in 2015.

5. Company Name: Grameenphone Ltd

Website: www.grameenphone.com/bn

Designation: Customer Manager (Contractual)

Duration: From Aug'12 to Dec'14

Achievement:

- Provided one stop quality customer service over phone to ensure positive customer experience.
- Proactively aware/inform customers regarding product/service
- Sold data pack & VAS through inbound and outbound contacts
- Captured customer insights and escalate critical issues / complaints and provide timely
- Maintained targeted KPI on a regular basis
- Served customers with helping attitude to play a significant role in customer satisfaction, retention, and acquisition.

Achievements:

1. Awarded best **Best NPS Scorer** in Feb'13, May'13, Jun'13, Oct'13, Jan'14, Aug'14 for handling customers with helping and positive attitude and the rating was provided by the customers whom I served.

Academic Qualification:

- **EMBA** in Marketing from **North South University (NSU)**, Status - Enrolled
- **PGD in Human Resource Management** from **Bangladesh Institute of Management Studies** in Jul'2015 with Merit Score.
- **BBA in Human Resource Management** from **American International University-Bangladesh (AIUB)** in Dec'2014 with CGPA **3.93** out of **4.00**
Awards: 'Magna CUM Laude' for academic excellence.

Extra Curriculum Activities:

- Reading, Cooking and Traveling.

Training:

- Training on **“Mastering on Retail Sales Management”** organized by Bdjobs.com
- Training on **“Distribution Development”** organized by Dhaka Tobacco Industries.
- Training on **“Assertiveness and Influencing skills”** organized by Bdjobs.com
- Training on **“Internet and Device”** organized by Robi Axiata Limited.
- Training on **“How to be an effective Sales Manager”** conducted by Sales Trainer - Razib Ahmed.

Soft Skill: Teamwork, convincing, inspiring, influencing, negotiation, leadership skill.

Computer Skill: Proficient in Microsoft word, excel, & power point presentation.

Language: Fluent in Bangla and English

Reference:

1. **M.A. Hanif**, Senior General Manager, Head of Sales
Edison Group – Symphony Mobile. **Contact:** +8801755626013
2. **Sikdar Md. Amir Khasru**, General Manager, Digital Service
Robi Axiata Ltd. **Contact:** +8801819210579