

Md. Musa Patoary

1107, Block-C, Merajnagar, Kadamtoli, Dhaka-1362
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Career Summary:

Energetic marketing and sales professional with more than 4 years of experience in **Telecommunication** and Tobacco industries. Worked as, **Territory Officer** in Akij Corporation Ltd., worked for **Grameenphone Ltd.** as an Executive and Senior Trainee Officer in Distribution and Retail Sales.

Skills:

Sales Analysis	Customer Experience	Team Building	Leadership
Negotiation	Problem Solving	Sales presentation	BTL Activation

Experience:

Zonal Manager

(April 1, 2020- Continuing)

B2C Sales & Distribution

Banglalink Digital Communications Ltd.

Achievement:

- Best Initiative Award of Khulna Region Aug'20
- Data Accelerator of Khulna Region, May'20
- Best Initiative (Master Blaster of New Deno Drive) June'20

Duties/Responsibilities:

- Prepare and implement territory distribution plan.
- Evaluate distributors field force performance, return on Investment (ROI) and provide necessary guidance to improve distributor's overall performance.
- Check the Retail Sales Officer's sales activities as well as visibility of Point of Sales Materials (POSM).
- Monitor retailer's profitability from Banglalink.
- Ensure trade awareness about products, service and business opportunities; Gather market information and competitors' activities.
- Create new retailer and ensure their involvement to increase new acquisition under low utilization sites (LUS).
- Analyze the new acquisitions, I-top up, scratch card sales trend.
- Ensure average daily recharge of I-top up at distributor's as well as retailers' end.

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Territory Officer

(February 12, 2018- March 31,2020)

B2C Sales & Distribution

Banglalink Digital Communications Ltd.

Achievement:

- Best Initiative Award of Khulna Region Mar'20
- Got Best Resource Award in Q2'19
- Best ZM/TO of Q2'19 of West Cluster
- Regional Best ZM/TO of Q2'19
- Regional Best ZM/TO, Khulna Region, June'19, May'19 and April'19
- National Best Territory Officer, F123 Campaign November, December '18
- National Best, ZM/TO competition in Bundle denomination drive Dec'18
- Winner of FIFA World Cup Engagement Channel Campaign June 2018, based on activation.
- Winner of Amar Offer Retail Campaign, June'18 for ZM/TO.

Territory Officer

(April 15, 2017-October 7, 2017)

Sales and Marketing,

Akij Corporation Ltd.

Achievement:

- **Best Territory Officer** in September 2017 in Dhaka South Region.
- Achieved **highest** amount of volume sales in September 2017 (**Nationally**).

Executive - (Sep 22, 2013 – Mar 6, 2014)

Senior Trainee Officer - (October 29, 2014 –April 13, 2017)

Distribution and Retail Sales, Commercial Division,

Grameenphone Ltd.

Achievement:

- Got recognition **nationally** from Alan Bonke, **CMO of Grameenphone Ltd.** for **Best Win Heart** Service Excellence in 2015.

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Academic Qualification:

Exam Title	Concentration/Major	Institute	GPA/CGPA	Pas.Year
Master of Business Administration (MBA)	Marketing	University of Dhaka	3.52 out of 4	2017
Bachelor of Business Administration (BBA)	Marketing	North South University	2.8 out of 4	2013
Higher Secondary Certificate(HSC)	Business Studies	Notre Dame College	4.8 out of 5	2006
Secondary School Certificate(SSC)	Business Studies	A. K. High School	4.63 out of 5	2004

Certificate Course:

Successfully completed Leadership Certificate in Managerial Communication (LCMC) from **Institute of Business Administration(IBA)**, University of Dhaka in 2017(9th Batch).

Training:

1. Successfully completed 2 days long training of “Sales Xcellence Program – 2019”
2. Functional Training on Sales: Analytics & Business Decision by Banglalink Digital Communications Ltd
3. Effective Sales Strategy & Communication by Banglalink Digital Communications Ltd
4. Using Design Thinking in Defining the New Normal by Indresh Saluja

Personal Details:

Father : Late. M.A. Khalek Patoary
Mother : Khadiza Begam
Date of Birth : December 3, 1989.

Reference:

Shaikh Imrul Kayes

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Naimul Hasan

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