

S.M. MORSHED HEMAL

EXPERIENCE

TOTAL YEAR OF EXPERIENCE: 12 YEARS

2019-Present

Operations Manager, Teaching Center

Sales Operation



British Council Services Bangladesh Limited

Responsible for managing total business operation of Teaching Centre of British Council Service Bangladesh Limited

Major Job Responsibilities but not limited to:

- ☐ **Teaching Centre Sales & Marketing Operations (70%)**
 - a) Managing Complete Sales Operation & Business Analytics of Teaching Centre
 - b) Responsible for achieving Teaching Centre Sales Target by monthly / quarterly / yearly
 - c) Successfully launched new product "myClass Online" during pandemic period & act as an Operational Lead for Bangladesh, India & Sri Lanka
 - d) In-charge of overall coordination to assist Sales Planning, Forecasting & Long-term business planning
 - e) Performing responsibilities as an important team member in British Council Country Leadership Team (CLT)
 - f) Coordinate collecting & analyzing Market Intelligence data to understand the market scenario & gather information about competitor strategy, pricing etc
 - g) Working as a Pricing & campaign Monitoring Team leader
 - h) Close collaboration with the marketing team, especially with Marketing Manager for overall TC marketing strategies, campaign launching etc.
 - i) Responsible for Teaching Centre KPI
 - j) Oversee preparations for the start of new terms including ordering of course materials, pre-course notifications to students, classroom arrangements etc.
 - k) Ensure appropriate coordination among TC, customer services, marketing, schools, libraries, higher education, and Arts teams to plan customer events, marketing, and promotion initiatives to meet or exceed business targets
 - l) Managing Teaching Centre Sales Automation System
 - m) Any other task assigned by the management time to time
- ☐ **Teaching Center Financial Management (20%)**
- ☐ **Teaching Center Performance Management (10%)**

2015-2018

Planning & Information Analyst

Sales Division



Philip Morris Bangladesh Limited (PMB)

Major Job Responsibilities but not limited to:

- a) Managing Sales Operation & Business Analytics (introduced multiple processes to enhance the efficiency of operation activities)
- b) In-charge of overall coordination to assist Sales Planning, Forecasting, Market Analysis & Long-Range Planning
- c) Team Leader for implementing Sales Automation Project Phase 01 (increased sales operational efficiencies by 90%)
- d) Team Leader for Structuring & re-Implementing National Call Card System & Reporting Mechanism for the first time in PMB
- e) Lead Strategic Planning Team for New Area & Territory segmentation (2016 sales volume in respective area rose by 54%)
- f) Supported Marketing & Production Team in the launch of 2 new Brands in Bangladesh "Bond Street" & "Marlboro Red 2.0"
- g) Any other activities given by the management time to time



Achieved Philip Morris Bangladesh "The Above & Beyond Call of Duty (ABCD)" Award by making & implementing comprehensive Sales Dashboard



Achieved Philip Morris Bangladesh "Global Open Plus" Award



PROFILE

12 years' experience across different Operational Activities (Business development, Sales Strategy, Data Management & Analysis, Reporting, Forecasting, Campaign Monitoring & Evaluation, Market Research, Sales Automation, Pricing, Business Planning, Sales Operation etc.)

A dedicated professional with strong interpersonal and analytical skills. Dedicated to maintaining a reputation built on quality, service, and uncompromising ethics.

CONTACT



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morshed_hemal



S.M. MORSHED HEMAL

EXPERIENCE

2015-2015



Key Accounts Manager

Sales Division

Kaymu Bangladesh Limited (A Venture of Rocket Internet GMBH)

Major Job Responsibilities but not limited to:

- h) Key Accounts Manager for "Computer & Computer Accessories" department (Sales increased by 89% by August 2015)
- i) Launched first ever "Kaymu Computer & Electronics Deals 2015" (this boosted Kaymu's sales by 43%)
- j) Was a part of the strategic team which led the launching & monitoring of "Kaymu Pohela Boishakh Offer" for the first time in Bangladesh e-commerce sector

2013-2015



Sales Analyst

Sales Division

Coca-Cola International Beverage Private Limited (IBPL)

Major Job Responsibilities but not limited to:

- a) Sole custodian of Management & Sales reporting & Analysis
- b) Successfully launched & Implemented IBPL High Volume Outlet (HVO) process & MR disbursement system (led to growth in high volume outlet sales by 70% in the year 2014)
- c) Assisted in the Launch Planning & Execution of 2 new SKUs – "400 ml" & "600 ml" (introduced for the first time in Bangladesh)
- d) Assisted in the launch of "Kinley" soda water in Bangladesh (increased overall sales by 5% in 1 year)
- e) Responsible for preparing and circulating daily, weekly & monthly reports on major KPIs and Scorecards as per defined periodicity.
- f) To carry out detailed reviews and analysis on actual versus plan as well as various data analysis & trends as required for specific reports.
- g) Co-ordinate with sales and Commercial associates in collecting data as required and where not available through system.
- h) Train the operations team on various KPI parameters, data source and method of calculation.
- i) Manage Sales MIS data base and calculation of details as required for periodic Sales Incentive Plans.
- j) Work on Special projects related to Operations, Sales, Commercial and Marketing analysis.

2012-2013



Specialist, Regional Coordinator

Sales Division

Axiata Bangladesh Limited (Robi)

Major Job Responsibilities but not limited to:

- k) Solely in-charge of Sales Operation Activities (Primary Lifting, Distributor Ratio Maintenance, Distributor KPI maintenance etc.)
- l) Project Leader for "Distribution Transformation project" for Barisal region
- m) Project Leader of "Rural Development Officer (RDO)"
- n) Sales Operation, Sales Coordination, Sales Follow up
- o) Regional Sales Strategy Development, Channel Development
- p) Dealer Relationship Maintenance, Dealer KPI Evaluation
- q) Market Intelligence, Strategically Plan Preparation
- r) Project Formulation, Follow up, Evaluation
- s) Build Proper Communication rapport, Distribution Management
- t) Regional Campaign Monitoring & Evaluation
- u) Monthly Target Breakdown, Target Setting Procedure
- v) Cross Functional Work, Regional Custodian
- w) Custodian for Sales Analysis, Reporting, Forecasting



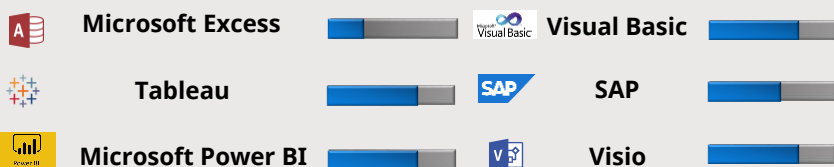
S.M. MORSHED HEMAL

EDUCATION

- 2021-2021** **Advanced Certificate in Business Administration (ACBA)**
Institute of Business Administration (IBA) -University of Dhaka
Completed with Academic Distinction
- 2009-2011** **Master of Business Administration (MBA)**
American International University-Bangladesh (AIUB)
Major in Finance; CGPA 3.58 out of 4.0
- 2005-2009** **Bachelor of Business Administration (BBA)**
American International University-Bangladesh (AIUB)
Major in Accounting & Finance; CGPA 3.43 out of 4.0
- 2002-2004** **Higher Secondary Certificate-Examination (HSC)**
Dhaka Commerce College
Concentrate on Business Studies; CGPA 4.6 out of 5.0
- 1994-2002** **Secondary School Certificate-Examination (SSC)**
Motijheel Ideal School & College
Concentrate on Business Studies; CGPA 4.25 out of 5.0



TECHNICAL SKILLS



TRAINING

- 2012** **Negotiation Skills**
Institute: British Council
Location: Dhaka, Bangladesh
Duration: 2 days



- 2012** **Effective Presentation Skills**
Institute: Future Leaders, UK
Location: Dhaka, Bangladesh
Duration: 1 day



CERTIFICATION

Tableau 10 Advanced Training

Institution: Udemy

Year: 2019



Tableau 10 A-Z: Hands-on Tableau Training

Institution: Udemy

Year: 2018



REFERENCES

Mahabub Alam

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