



Taposh Kumer Das

Experienced Distribution Sales and Key Account Management Professional

CONTACT

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PROFESSIONAL SUMMARY

Distribution sales and key account management professional with 9 years of experience. Groomed in MNCs, result-oriented and self-driven with exceptional communication and leadership skills, and the ability to adapt quickly to change. Rewarded as regional and national top performer for demonstrating 26% business growth in assigned zone and 28% revenue growth in particular customer segment respectively. Thrives in complex market context in extracting targets and business objectives. Skilled at devising sales and distribution strategies, sales force recruitment and training, sales data entry and report preparation, merchandising with and managing retail channel, operational problem solving, maintaining inventory requirement, payroll and incentive model planning for field force, managing trade campaigns and attaining queries of customers.

WORK EXPERIENCE

Zonal Manager, Banglalink Digital Communications Limited, June,15 to Present

- Continuously modifying and implementing of distribution strategy to cope with dynamic market demand and competition.
- Developing human resource through training and consultation according market and business demand.
- Designing Payroll and incentive package for field force considering contribution and business impact.
- Assigning route and responsibility to field force and fixing Job Description for field force.
- Driving business through retail channel expansion and with solidified business relationship with retailers.
- Leading a team of 22, achieving targets and ensuring growth on Business KPIs by rigorous monitoring and Feedback.
- Ensuring customer service thorough efficient utilization of customer care channel field force.
- Rigorous reporting and providing feedback according to the requirement of management.
- Guiding and reconciling trade marketing activities through efficient deployment of right people at the right place
- Ensuring effective utilization of POSM in the market to ensure brand visibility in the market.
- Recognized for regional best initiative in distribution productivity enhancement Q1, 2020.
- Awarded with a trip to Bali Indonesia for 10% overall business growth in Q2'2019 over Q1'2019.
- Recognized as regional best Zonal Manager for highest business growth in region (26%) with sealing 17% growth on sales quality in the year 2018 over the year 2017.
- Secured placed among the top three National Best Zonal Managers in 2018.
- Selected as Regional Role Model for 40% growth in Mobile Finance Service (MFS) Business in 2017.
- Remodeled distribution demarcation and boosted daily productivity to 90% straight from 62% in assigned Zone.

OPERATIONAL SKILLS

- Distribution channel management
- Strategic planning and execution
- Communication and negotiation
- Trade campaign management
- Retail channel management
- Training and development
- Field force management
- Sales lead management
- Continuous Learning
- Client management
- Customer Service
- Team supervision
- Team player

EDUCATION

- **MBA**, Khulna university, 2019
Human Resource Management
CGPA: 3.84 in Scale of 4
- **BBA**, Khulna university, 2010
Marketing
CGPA: 2.84 in Scale of 4
- **HSC**, Govt. MM City College,
Khulna, 2002
Business Saudis
First Division
- **SSC**, Khulna Zilla School, 2000
Business Saudis
First Division

IT SKILLS

Microsoft Excel ●
Microsoft Power Point
Microsoft Word

Mailing ●
Outlook and others

Tech Savvy to adopt with ●
operational modules.

LANGUAGE SKILLS

Bengali: Native ●

English: Fluent ●

REFERENCES

Md. Naimul Hasan ●

Head of Sales and Distribution
SQUARE Food and Beverage Ltd.
+88 017 01211244
naimul.hasan@squaregroup.com

Mahmudul Haque Bulbul ●

Regional Strategy & Planning
Analyst, B2C Sales & Distribution
Banglalink Digital Communications
Limited
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Territory Manager, Airtel Bangladesh Limited, Dec'13 to June'15

- Expanded channel footprint by 25%, conducted a successful distribution demarcation and ensured 38% growth in business extraction in six months from joining.
- Headed a team of 20, trained distribution field force and remodeled distribution operation process in the territory.
- Lead team to foster excellence in execution and chasing stretching goals to set extraordinary example.
- Coordinated company's central team for trade marketing activities and other channel related issues.
- Lead customer care team for the assigned territory to ensure customer retention through care and problem solution.
- Designing Payroll and incentive package for field force considering contribution and business impact.
- Assigning route and responsibility to field force and fixing Job Description for field force.
- Awarded as "Distribution king" title in 2014 for significant advancement in sales and distribution KPIs and outstanding expansion of distribution footprint and product placement.
- Won the "Airtel Achievers Club" title for 38% Business growth in six months through distribution demarcation.

SME Channel Manager, Banglalink Digital Communications Limited, July'11 to Dec'13

- Performed comprehensive evaluation of B2B sales team on a regular basis and guided them in solving day to day operational issues, trained sales force in caring customer, strengthen after sales service, provided feedback upward on sales and market related issues through rigorous analysis and reporting.
- Developing human resource through training and consultation according market and business demand.
- Assigning route and responsibility to field force and fixing Job Description for field force.
- Rigorous reporting and providing feedback according to the requirement of management.
- Worked in various territories and ensured business growth in challenging markets.
- Ensured proper management and effective utilization of company resources an assisted assigned distributor's business feasibility & profitability.
- Became National Best SME Channel Manager in 2013 for highest (28%) revenue growth in SME customer Segment

TRAINING

Training Title	Institute	Duration	Year
■ Sales Excellence	Banglalink Digital Communications Limited	2 days	2019
■ Sales Leadership	Banglalink Digital Communications Limited	2 days	2017
■ TM Foundation	Centum Learning India	2 days	2014
■ Neuro Linguistic Programming (NLP)	Banglalink Digital Communications Limited	2 Days	2012

PERSONAL INFORMATION

Father : Lakki Kanto Das
Mother : Shanti Rani Das
Date of Birth : 3rd September, 1984
Nationality : Bangladeshi
Sex : Male
Height : 175 cm
Weight : 76 kg
Marital status : Married
Blood Group : B+ ve

WHY I QUALIFY

✓ **Significant Experience in distribution sales and key account management.**

I am managing distribution sales for last 6.5 years and before that created and managed key accounts for 2.5 years with a successful achievement track.

✓ **Able to understand complex business issues and clearly articulate key message to target audience.**

I am also playing the role as a mediator between company and local distributor. Hence, I need to demonstrate the role of a successful mediator between company and local distributor.

✓ **Ability to manage sales force and assist in improving their business performance.**

I have long experience of recruiting, coaching and measuring day to day business performance of the sales force at the execution level through rigorous monitoring and giving analyzed feedback with plethora of business insights.

✓ **Excellent communication skills, both oral and written, ability to Stay calm under pressure.**

I am an effective communicator, inspiring mediator, excellent presenter and convincing responder to customers' quires and feedbacks. My profession entails being calm under pressure to become successful in extracting business objectives from dynamic and competitive market context.

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