



RESUME
OF
MASUM HOSSEN

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Objective:

Motivated and detail-oriented sales professional with Ten years of Leadership experience seeking a management position. Seeking an opportunity to apply my advanced knowledge of sales and business development and my experience with team-building and staff development.

Career Summary:

Having MBA in **Marketing & Supply Chain Management** with **14 years** of diversified experience in business operation. Expert in sales & distribution, marketing, business development. Have experience in GTM and distributor setup all over the country. Work with FMCG products, health care products, frozen & dairy products. Always think positive and risk taker to achieve the organizational goal. Quick decision taker under pressure.

Skills & Abilities:

Excellent interpersonal, leadership, technical and organizational skills. Effective communication skills for the establishment of strong working relationship with Co-employees, partners & clients. Enjoy smart work, creative thinking, innovation and imagination. Ability to work independently or in a team environment.

IT knowledge:

Good in MS office package, Process diagram, e-mail communication.

Certificate Course:

I have attended certificate course on "*Leadership & Change Management*" from **IBA**, Dhaka University.

Language Proficiency:

Fluency in speaking Bengali and English.

Training:

2 days training on "*Project Management*" arrange by Lion's academy of Grameen Danone Foods Ltd at Bogra.

2 days training on "*Training of the Trainers*" and "*Feedback*" arrange by Lion's academy of Grameen Danone Foods Ltd at Proshika HRD center Manikgong.

2 days training on "*Partnership Management*" arranges by Essilor Taraining academy at India.

15 days training on "*Team monitoring, Down to top approach, Objective setup*" arrange by Dream store college, Danone Global.

Experience: 14 Years.

1) Sales & Operations Lead

Jeeon Bangladesh

Employed: April 2019- Dec 2021

Achievements/Responsibilities:

- 1) Explore digital service in pharmacy channel.
- 2) Establish strategic partnership with different clients (NGO & institute).
- 3) Establish new channel for FMCG products.
- 4) Manage the project P&L for different projects.
- 5) Product portfolio management for FMCG products.
- 6) Project budgeting & revenue modeling and coordinate with finance.
- 7) GTM design for product & service availability.
- 8) Project wise impact analysis and reports to CEO.
- 9) Monitor digital marketing activities.
- 10) SOP development.

2) Head- Channel & Business Development

Essilor Bangladesh Pvt. Ltd.

Employed: October 2017 to March 2019

Achievements/Responsibilities:

- 1) GTM planning all over the country.
- 2) Distributor selection priority basis for smooth products delivery.
- 3) Team building for boost up the primary and secondary sales.
- 4) Planning and overseeing new marketing initiatives.
- 5) Increasing the value of current customers while attracting new ones.
- 6) Finding and developing new markets and improving sales.
- 7) Attending conferences, meetings, and industry events.
- 8) Developing quotes and proposals for clients.
- 9) Developing goals for the development team and business growth and ensuring they are met.
- 10) Training personnel and helping team members develop their skills.
- 11) Recruitment.

3) Regional Sales Manager

Grameen Danone Foods Ltd.

Employed: January 2016 to September 2017

Achievements/Responsibilities:

- 1) Leadership & Perseverance.
- 2) Coaching and Developing Others.
- 3) Distributor management (stock, forecast, credit control, ROI).
- 4) Analyze regional market trends and discover new opportunities for growth.
- 5) Identify hiring needs, select and train new salespeople.
- 6) Address potential problems and suggest prompt solutions.
- 7) Relationship building & teamwork.
- 8) Strategic thinking & Business planning.
- 9) Create regional sales plans and quotas in alignment with business objectives.
- 10) Evaluate store and individual performances.

4) Area Sales Manager

Grameen Danone Foods Ltd.

Employed: February 2013 to December 2015

Achievements/Responsibilities:

- 1) Distributor Management (stock, forecast, credit control, ROI)
- 2) Retail Management (OoS control, RTM monitoring, productive call monitoring)
- 3) Forecasting
- 4) Coaching and training for develop the sales team.
- 5) Identify new retail and onboard them through sales team.
- 6) Address potential problems and suggest prompt solutions.
- 7) Relationship building & teamwork.
- 8) Evaluate store and individual performances.

5) Territory Sales Manager (Sales & Marketing).

Abul Khair & Company (FMCG)

Employed: January 2010 to January 2013

Achievements/Responsibilities:

- 1) Distributor Management (stock, products lifting, credit control, ROI)
- 2) Retail management (stock, LPC, productive call, credit control)
- 3) Explore new point of sales and alternative channel.
- 4) Prepared all kind of Monthly report (territory wise)
- 5) Ensure product visibility in every POS.

6) Marketing Executive

SMAH Group

Employed: February 2007 to December 2009

Achievements/Responsibilities:

- 1) Analyzing Sales data and report to GM.
- 2) Active sales point for smooth sales operation.
- 3) Credit control, Order placement and ensure delivery.

Academic Background:

Masters of Business Administration

Subject	:	Marketing & Supply Chain Management.
Institution	:	University of Asia Pacific.
Examination Year	:	2015

Bachelor of Commerce

Subject	:	Accounting
Institution	:	Jagannath University, Dhaka.
Passing Year	:	2005 (Held on 2007)

Higher Secondary Certificate (H.S.C)

Group	:	Business Studies
Institution	:	Ideal College, Dhaka.
Passing Year	:	2001
Board	:	Dhaka

Secondary School Certificate (S.S.C)

Group	:	Science
Institution	:	Tarail High School, Kashiani, Gopalganj.
Passing Year	:	1999
Board	:	Dhaka

Personal Information:

Father's Name	:	Abul Hashem
Mother's Name	:	Monowara Begum
Permanent Address	:	Vill- Fukra (Shuchail Para), Post- Tarail Bazar P.S- Kashiani, Dist- Gopalganj-8130
Present Address	:	House#35, Road#17, DIT project, Merul Badda.
Nationality	:	Bangladeshi
Date of Birth	:	July 07, 1983
Marital Status	:	Married
National ID Card No.	:	19832696536936152
Passport No.	:	BQ 0281677
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Masum Hossen
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