

Md. Sadiqul Islam

Address: Vill.: Kishamat Doshlia, Post.: Kantanagar,
P.S.: Sadullapur, Dist.: Gaibandha
Mobile: (+88) 01738341099 (Whatsapp)
E-mail: sadiqtbl.pepsi@gmail.com, sadiq_gd@yahoo.com
Linkedin: [linkedin.com/in/sadiqul-islam-b8a285135](https://www.linkedin.com/in/sadiqul-islam-b8a285135)



Career Summary:

- Working as **Territory Executive** at **Perfetti Van Melle Pvt Ltd** & have **10 years'** experience in Sales, & Marketing, branding, Strategic Business Planning, Positioning & Development area.
- A Growth Centric business leader, with a variable record of successful business development through rich capability in the distribution set up & experienced in managing complex business by developing relationships, convincing & executing strategic business development plan to achieve the final target.
- A result-oriented Sales professional, driven by the desire to excel business by utilizing new concepts, along with expertise in business planning, positioning & channel development
- Established record of accomplishment of managing diversified teams & products by building rapport with stakeholders with the interpersonal skill, which increase revenues, market share & profitability.
- Passionate about directing a new strategy, digital marketing, demand forecasting, business analysis, critical situation handling, product penetration strategy in a competitive environment

Objective: To work in the Sales Department & assure scalable business growth & functional excellence.

Key Proficiencies:

- Strategic Sales Management
- Branch Management
- Trade & Promotional work
- Critical thinking & Creativity
- Situational Leadership
- Business Analysis
- Distribution Network Design
- Emotional Intelligence
- People Management
- Marketing & product line development

Date of Birth: January 01, 1988

Job Experience:

1. **Organization Name:** Perfetti Van Melle Pvt Ltd.

Designation: Territory Executive

Duration: From Oct'22 to Till now

Job Responsibility:

- Develop, guide & lead team to achieve target & individual's functional & performance objective.
- Implement Territory business development plan of distribution for assigned Area.
- Forecast period sales and maintain daily sales activities & finding new business opportunities.
- Assist immediate supervisor to track the effectiveness of plan by evaluating actual vs. forecast data.
- Identify issues and opportunities by continuous monitoring of situation and environmental analysis.
- Manage inventory of POSM and trade program related materials.
- Ensure the most effective use of business promotional materials & tools by developing an end-to-end marketing campaigns for the said Territory.
- Manage relationship with the channel partners and relevant business groups.
- Plan, arrange and implement various promotional and trade engagement campaigns.

Achievement:

- Handling the sales, marketing & business development by leading a team of 16 people & 6 distributor at Gazipur District.



2. Organization Name: Transcom Beverages Ltd. (Website: transcombd.com/)

Designation: Sales Executive

Duration: From Nov'15 to Oct 22

Job Responsibility:

- Finding new business opportunities, nursing the existing business through monitoring the dealers.
- Monitoring the functional & operational activities, checking the inventory & stock in every dealer's point & reporting accordingly.
- Follow up of the day to day's activities of the team members & monitoring & evaluating performance
- Train and develop sales team and resolve the problems faced by team members.
- Communicating with major clients directly & analyzing competitors' activities.
- Follow up of the task of 7 Nos of distributors' sales person & ensuring timely delivery.
- Designing, developing, analyzing & implementing sales & marketing plan with proper coordination with dealers.
- Supervising the administrative issues at dealers point & resolving day to days problems.
- Ensuring safety & compliance issues at the dealers' point & conducting training if needed.

Achievement:

- Handling the sales, marketing & business development by leading a team of 10 people at Rajshahi & Chapainawabganj District.
- Assured business growth by 42% & a personal target achievement of 100%
- Introduced Chapainawabganj District & increased the number of dealer from 3 to 7
- Region Champaign in 2020 & 2018 for outstanding performance & runner up in 2019 for achievement.
- National 5th & Region Champaign in 2017 for achievement
- Achieved Maldives and Nepal trip for outstanding performance.

ABUL KHAIR STEEL

3. Organization Name: Abul Khair Steel Ltd. (Website: abulkhairsteel.com/)

Designation: Marketing Executive

Duration: From Feb'11 to Oct 15

Major Achievement:

- Leading a team of 2 people & increased business volume of the company
- Handled total 10 distributors & Introduced 5 new distributors to the company.
- Monitoring & supervising sales team in own territory by achieving sales target in own area with team
- Launched AKS TMT BAR in Rajshahi District

Academic Qualification:

- Master of Science in Plant Pathology from National University with 2nd class in 2010.
- Bachelor of Science in Botany from National University with 2nd class in 2008.



Workshop/Training:

- Daylong Training on "Sales Capability Building", by Mr, Bibek sur Sales Head Pepsico india on 2017.
- 02 days Training on "Sales Capability Building", by Mr, Bibek sur Sales Head Pepsico india on 2018.

Member: Member of Badhan (Voluntary Blood Donated Organization).

Computer Skill: Sound in Microsoft word, excel & PowerPoint presentation

Language: Fluent in Bangla and English.

References

1. Alam Chowdhury, General Manager Sales & Pusti Consumer Division, TK Group
Phone: (+88) 01777744149, **Email:** alamchyog@gmail.com
2. SK Sharif Hasan Shakil, Area Sales Manager, Transcom Beverages Ltd.
Phone: (+88) 01322890385, **Email:** sharif.hasan@tbl.transcombd.com

Signature:

Date: