





# A.K.M. Shahab Uddin

shahab.ibaju@gmail.com 

+8801710394178 

20/1 Kawlar West, (Flat no-6A), Khilkhet,  
Dakshin Khan, Dhaka-1229. 

[www.linkedin.com/in/sajidshahab](http://www.linkedin.com/in/sajidshahab) 

KPI oriented marketing & sales professional with blending of Telco and FMCG industry & having more than 8 years' experience in sales & marketing arena. Strategic minded individual with a keen sense of competitive intelligence and market analysis. Highly active ability to communicate sales tactics and strategies to other professionals through strong analysis & presentation skills. Driving business having growth in mindset, deliver KPIs, build up proper team. Having expertise on MS Office & G-Suite to analyze business data.

## WORK EXPERIENCE

### ○ Jita Social Business Bangladesh Ltd. (January 2020 – Continue)

#### Manager, Operations

- Assist OPS team to improve Operation revenue in current scope & Develop OPS related process and roll out as per plan.
- Develop team monitoring and reporting plan & process and Assist in field based audit/investigation.
- Qualitative & quantitative analysis of sales channels to measure performance of sales team and create the visibility to senior management team
- To prepare a periodic progress and monitoring report as per requirement.
- Regular correspondence with regional and HQ management and other stakeholders.
- Initiate and Implement programs/projects to make growth in business.
- **Achievement**
  - Best Employee Award-2021
  - Successfully converted sales process into automation system.
  - Transform all sort of database & reporting into G-suite to work with real-time data.



### ○ Marico Bangladesh Ltd. (January 2019 – December 2019)

#### Territory Manager

- Distribution Management, Warehouse management & ensure Distributor ROI.
- Taking strategy to achieve month and block wise secondary & primary target (Volume & BPM).
- Increase and manage Amar Dokan, Milonmela & Execute NPLP and category availability.
- FF recruitment and Development & strong monitoring on sales automation to track everyday activity.
- Ensure trade marketing activities on various channel.
- To execute PSR, Stockiest to cover untapped market & remote areas.



### ○ Robi Axiata Ltd.(2015-2019)

Sales Manager (August 2017 – January 2019)

Trade Marketing Manager (RTM) (Acting) - (2017)

Territory Manager (2016-2017)

Territory Executive (2015- 2016)

- Attain Area Sales Target by ensuring proper distribution of products and services and implementation of retail & other channel activities.
- Develop and manage the operation of third party distribution channels as per the guidelines.
- Acute implementation of SFA (Sales Force Automation) tools.
- Working on merger companies by maintaining proper distribution of both channel.
- Establishment of Biometric operation through retail engagement
- Arrange & Execute Trade marketing activities & ensure trade offer to key channel & end channel.
- Work closely with 3p about merchandising materials, planning & designs.
- Preparing and submitting accurate and complete sales forecasts and pipeline reports
- Work as a team leader & accelerating whole team in a plan basis.

#### Achievement

- Best Performer award in Q2 2017, Q4 2017 and Q2 2018 in Nationally
- Selected as R-venturist in R-venture program by Robi Axiata Ltd for innovative idea.
- Achieving Mission Possible award -Best Sm in year 2017.
- Achieving national champion award in 2018.
- Star Performer Award in Q1 2017 and Q4 2017.
- Achieving Various KPI wise award in North Eastern Cluster.



## EDUCATION

- **Master of Business Administration (MBA)** **2018**  
IBA (Institute of Business Administration), Jahangirnagar University.  
Major in Marketing, Minor in Supply Chain, **CGPA – 3.12**
  - **Bachelor of Business Administration (BBA)** **2014**  
Dhaka City College, Major in Marketing, **CGPA – 3.46**
  - **Higher Secondary Certificate (H.S.C.)** **2009**  
Dhaka City College, Dhaka, Group Business Studies, **GPA - 4.80**
  - **Secondary School Certificate (S.S.C.)** **2007**  
Silonia High School, Group: Business Studies, **G.P.A. – 5.00**
- Training & Professional Workshop**

- Did 90 Days lean startup workshop including 4 days long incubation session by Robi & Malaysian Code Ar.my.
- Having 3 months Internship experience from Brand department of Akij Food & Beverage Ltd.
- Taking 4 days Training about Territory management.
- Taking 3 Days Training of Sales Strategy & Planning
- Having 2 Days TDOM workshop experience about business development.
- Actively engaged as a trainee in workshop of B-Green project .

## Achievement & Involvement

- Achieving various National Award during employment time of ROBI for outstanding works & outcomes.
- Shortlisted on R-venture program on Robi Axiata Ltd for innovative idea.
- Champion in IBP Business Plan competition
- Involve with E-commerce & F-commerce community
- Involve as a volunteer & learner in various program of Google Business Group
- Achieving 2<sup>nd</sup> position on lean startup contest is conducted by Malaysian Code ar.my.

## Computer Competency

- Microsoft Office (Word, Excel, PowerPoint, Power BI Access, Outlook,).
- G-Suit (Expert on G-Sheet)
- Data Analysis & Graphical Representation with Microsoft Excel & PowerPoint

## Personal Details

1. **Father's Name :** A.K.M. Jashim Uddin
2. **Mother's Name :** Shahida Akhter
3. **Date of Birth :** 1<sup>st</sup> January, 1992
4. **Religion :** Islam
5. **Nationality :** Bangladeshi
6. **Marital Status :** Single
7. **Permanent Address:** **Village:** Dharmapur (Bhuiyan Bari), **P.O.** Silonia Bazar  
**Upazila:** Dhagonbhuyan, **District:** Feni.

## Reference

### Dr. Md. Baktiar Rana

Professor, Institute of Business Administration,  
Jahangirnagar University  
E-mail- baktiar@juniv.edu  
Phone - 01726427768

### Kazi Fayzur Rahman

Regional sales manager,  
Coats Group Plc.  
Email- fayzur.rahman@coats.com  
Phone- 01817548529