

Md. Abul Kalam Azad

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Major Area of Expertise:

E-Commerce Business Management | Corporate/B2B Team Management | Online Marketing Campaign Management | Amazon Sales team Management | Digital Marketing Management | Enterprise Portfolio Management | SME Sales Team Management | SME Channel Management | Strategic Business Management | Modern Trade Management | Government Affairs Management | Customer Retention Management | Agency/Vendor/Management | New Business Development

Career Summary: Total Working Experience 17 Years

Bengal Group Head of E-Commerce (Current)
Sindabad.com Head of Corporate Sales (Online) 1.3 Years
Robi Axiata Ltd Enterprise Cluster Lead 2 Years
Robi Axiata Ltd Enterprise Business Manager 3.2 Years
Grameenphone Ltd B2B Specialist 4.5 Years
Grameenphone Ltd Key Account Manager 4 Years
BRAC Bank Ltd Executive Asset Sales 1 Year

Major Area of Achievement:

Established Amazon FBA business at Bengal Group, on 2020
Acquired 500+ SME and corporate at Robi Axiata Ltd, on 2014-19
Achieved QOP target at Level- 5 at Robi Axiata Ltd, on 2016
Archived National Top Contributor in SALES at Robi Axiata Ltd, on 2015
Achieved 120% to 150% Growth at Robi Axiata Ltd, on 2014-to 2015
Received Top Performer of the Year trophy from Grameenphone Ltd, on 2012
Achieved Idea Competition Top Ten at Grameenphone Ltd, on 2013
Received Highest NPS Score Achiever at Grameenphone Ltd, in on2014
Achieved incentive target all Quarters at Grameenphone Ltd, from 2010-14

EDUCATION

University of Rajshahi, Bangladesh 2002--2004
MBA | Major: Marketing | Credit: 36 Hour | GGPA: 3.63/4

University of Rajshahi, Bangladesh 1998--2001
BBA | Major: Marketing | Credit: 126 Hour | GGPA: 3.40/4

WORK EXPERIENCE

Bengal Group of Industries, Dhaka Head of E-commerce <ul style="list-style-type: none">➤ Developed and managed the E-Commerce Team➤ Managed and developed the Amazon Sales Team➤ Managed Merchant Acquisition➤ Arranged Website development and sales management➤ Bring new vendors by selecting the profitability of the online business➤ Managing graphics team and other department sales unit	Oct 2020– Present
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Sindabad.com (Online E-Commerce), Dhaka
Head of Corporate Sales

Jun 2019– Sep 2020

- Managed and Executed of full operation of the Dhaka south Sales team and bring monthly 1-2 Crore sales from my team
- Brought every month 15 to 20 large customers by acquisition and retention of some old customers that give more revenue to our portfolio.
- Coordinated with the delivery team as customers demand-wise supply management regular.
- Organized Team base Execution for new acquisition team Management and Team activity focus on achievement, team-wise Sales campaign design, and management
- Managed disputes for bid prices with Corporate Customers and coordinated for pending Collection with the finance team

Robi Axiata Ltd, Dhaka
Enterprise Cluster Lead

Jun 2017– May 2019

- Operated the entire business of the cluster by leading the Enterprise Business team of Northern Cluster and 20% month-on-month growth in revenue.
- Managed the EB. Team Sales Monitoring, and Proper guidelines for the achievement of yearly targets of my four areas Rajshahi, Bogura, Rangpur, and Dinajpur.
- Analyzed the business market and formulate effective planning to serve the target market. Sales Planning and Team base Execution on Monthly Target based revenue.
- Coordinated and align with other concerned stakeholders within the Company in order to ensure smooth and efficient after-sales service delivery for the Business Customers

Robi Axiata Ltd, Dhaka
Enterprise Business Manager

Mar 2014– May 2017

- Brought 120% to 140% Sales grown year on year basis by Sales campaign design and,
- Managed the field Sales team for daily ensured business.
- Planned the annual and quarterly sales planning for the team and analyzed the business market.
- Formulated effective planning to serve the target market through quality sales visits, customer targeting, and product positioning.
- Initiated customer engagement activity to retain and explore revenue.
- Promote new services and revenue-generating products Ensure efficient implementations

Grameenphone Ltd, Dhaka
Specialist/ Manager Business Sales

Jun 2010– Mar 2014

- Achieved monthly 120% of Sales Acquisition and retention targets
- Created Sales funnel and manage leads to get and bring good business from the portfolio.
- Analyzed the business market and formulate effective planning to serve the
- Achieved target market through quality sales visits, the customer.
- Promoted new services and revenue-generating products to corporate customers.
- Worked closely with key Business Customers to bring new business.

Grameenphone Ltd, Dhaka
Account Manager Business Sales

Dec 2005– May 2010

- Achieved monthly 110 % sales every month by Target-based Sales plans for individuals and companies. subscriptions and value-added features within the respective organizations
- Visited Business House and monitor sales and coordinate with other concerned stakeholders within the Company in order to ensure smooth and efficient after-sales service delivery for the small and Medium Enterprises.
- Arranged Business Live sessions on customer premises and venues Take orders from the different business customers for new sales

Sales Executive Assets

- Achieved Monthly Sales Targets and gain a commission of more than 100%.
- Visited and find a client.
- Made potential customer revenue-generating by asset banking.
- Checked and verify customer's documents for proper authentication.
- Customer Relationship management and maintaining papers
- Managed Customer retention activity and engagement

Training and Certification

Training Name	From	Year
Professional diploma in Train the Trainers	ACT, UK(India)	2018
Train The Trainer (TTT)	Bdjobs.com (Don S)	2019
Digital Marketing	Google	2020
Digital Marketing	LEDP	2020
Meditation	Quantum Foundation	2010
NLP Fundamentals	Alison	2019
Key Account Management	Atyaasaa (Niket)	2015
Leadership Excellence	Mind Mapper	2014
Finance for Non-finance	Grameenphone Ltd	2012
Advanced Communication Skills	SPEED	2010
Leadership Skills	British Council	2007
Team Working	British Council	2008
Communication Skills	British Council	2006
Professional Salesmanship by objectives	Grameenphone Ltd	2006

Leadership & Extra-Curricular Activity

Dhaka, Bangladesh

May 2000 – Present

- Chief adviser and Convener of voluntary Blood donors organization Badhan RU Zonal Parishad
- Former executive member of Combined Cultural Unit RU 2001- 2004.
- Instructor and personal development Trainer Learning Academy, Goori Learning, Learning Bangladesh
- Freelance Trainer of the knowledge Academy UK and Bdjobs.com
- Founder and Sales Trainer at Living Science Academy
- Former executive member of Combined Cultural Unit RU 2001- 2004

Skills & Interest

- Graphic Designing
- Digital Marketing
- Web designing
- Music & Travelling

References:

Name	Sardar Showkal Ali	Ferdous Alom Khan
Designation	Director Device	Senior Business Manager
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Md. Abul Kalam Azad