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CAREER OBJECTIVE

To lead a global team that will win in the market place by effectively driving passion for commitment to ensure sustainable growth in business and profitability by efficiently strengthen customer base, brand equity, width & depth of distribution reach and market share.

CAREER SUMMARY



An accomplished, results-driven Sales professional offering with 18+ years of diverse experience that spans across different components in Trade, Institutional, B2B, Corporate, Export, OEM sales and actively contributing to organizational growth. To delight the customer, passionate to work with a team by assessing the customers need to come up with an effective and innovative solution. Possess strong work ethics and negotiation skill on sourcing, costing, pricing & contracts and proven to deliver increased profitability. Throughout the career, gained significant expertise including but not limited to P&L, Business strategy formulation, New business development, Credit collection, Risk minimization, and Channel activation by working with a couple of renowned multinationals to a few leading local conglomerates.

PROFESSIONAL EXPERIENCE

Deputy General Manager-Operation

Rubel Steel Mills Ltd, PartexStar Sales Office, 68, Tejgaon I/A, Dhaka 1208

- Responsible for Sales, marketing and factory operations of Rubel Steel Mills Ltd
- Business development for various food items of Danish brand
- New trading business development for PartexStar Group in operating sector
- Coordinate with cross functional departments and vendor management for smooth RM and revenue inflow
- Product and brand development for customers and extended support for product and packaging strategy
- Act as a change maker by leadership, process & policy development through innovation and team building
- Sustainable sourcing and supplier pool development with SCM
- Risk minimization and profitability increment by various meetings, negotiation, vendors and stakeholder management

Accomplishments

- ✓ 3 New clients onboarded and avg. 12% increase in monthly sales
- ✓ Completed import, installation and commissioning of 2 new machines

Manager-Marketing & Sales

M. I. Cement Factory Ltd, Delta Life Tower (3rd floor), Plot # 37, Road# 90, Gulshan 2, Dhaka 1212

Responsible for Crown IZONIL, Crown Polymer Bagging Ltd & Crown Enterprises Business. Achieve annual sales target by leading the Sales team, Sales Administration and Technical team of 12 people. Enlist product in the schedule of Govt. departments and agreement sign off with big corporate clients. Develop and implement a new model of sales & distribution channel to ensure quality sales & collection. Prepare & efficiently execute the budget for the departments by effective utilization to ensure ROI. Prepare and achieve integrated marketing plan, Route To Market strategy with a holistic approach to set & achieve SMART goals. Develop promotional & communication materials for TG, plan ATL & BTL activities, campaign, AV Content etc. Assist the Advisor and Group CEO to formulate and timely execution of Strategy, Policy and Process to ensure the bottom line.

Accomplishments

- ✓ Achieved Break-Even Point of IZONIL project by 11th month
- ✓ Ensured IZONIL enlistment of in Govt. departments i.e. MES, LGED, DNCC and EED
- ✓ Developed a new distribution channel- Applicator Sales in Crown IZONIL
- ✓ Launched a new business of Aggregates of 200 M/year through Crown Enterprise

TRAINING & FACILITATION EXPERIENCE AS TRAINER

TRAINING TITLE	ORGANIZATION	PARTICIPANTS	NO OF PARTICIPANTS	NO OF SESSION	LOCATION
Training for Sales Excellence	 SSE	Sales Team	380	14	BRAC Learning Center, Ashkona, Dhaka
Banking Products Sales Excellence	 অর্থনীতি বিষয়ক কার্যক্রম	Field Sales Leaders	21	1	Sun Moon Star Tower, 37 Dilkusha, Dhaka

Sales Strategist . Business Acumen . Marketer.

RECOGNITION & AWARDS

- Recognized for 'Best Sales Performance in 2007' by CEMEX Bangladesh
- Recognized for 'Five Years' Service Recognition Award' by CEMEX Bangladesh
- Achieved International Award for Bangladesh as winning country in 'Building our Brand' project by CEMEX Asia.

ACADEMICS

Master of Business Administration

Northern University, Bangladesh
Concentration: **Marketing & HRM**
CGPA: 3.638

Bachelor of Commerce

New Model Degree University College, Dhaka
Concentration: **Marketing**

Higher Secondary Certificate

New Model Degree University College, Dhaka
Concentration: **Commerce**




Secondary School Certificate

Feni Govt. Pilot High School, Feni
Concentration: **Science**

COMPUTER PROFICIENCY



LANGUAGES

Bengali  ✓ Reading ✓ Writing ✓ Conversational
English  ✓ Reading ✓ Writing ✓ Conversational
Hindi  ✓ Conversational

CERTIFICATION

- 360 of Digital Content Marketing for Business**

Institute: BASIS Institute of Technology & Management (BITM) & Bitbirds Solutions in February 2018

- Professional Digital Marketing**

Institute: BASIS Institute of Technology & Management (BITM) & UY Lab from January to March 2018



TRAINING RECEIVED

Training Title	Institute	Year	Duration
Effective Internal Auditing	Rahimafrooz BD Ltd	2015	3 Days
Leadership & Team Building for Managerial Excellence	Training Bangladesh	2014	1 day
Professional Approach To Brand Building	The Consultants & Trainers	2012	1 day
High-Impact Sales Communication	Future Leaders	2012	1 day
Refresher 2005	Holcim (BD) Ltd	2005	2 days
Refresher 2004	Holcim (BD) Ltd	2004	2 days

MAJOR PROJECTS

SALES BY ANYBODY- উপার্জন উৎসব

RAHIMAFROOZ

Role: PROJECT LEAD

Sponsor: Group Managing Director,

Duration: 6 Months

Objective: Increase secondary sales by driving WOM campaign & incentivizing both referrer & customer as focal stakeholder

Outcome: 31% sales growth in EV sales on the launching month.

TOGETHER WE GROW

CEMEX Bangladesh

Role: Project Moderator

Sponsor: Commercial Director

Duration: 12 Months

Objective: Increase corporate sales by awareness and loyalty building

Outcome: Achieved avg. 23% sales growth, highest ever corporate sales volume of CEMEX in Q1 & Q2 in 2012

MANAGEMENT PHILOSOPHY

Go-getter for sales	Lead by example
Customer centricity	7P Solution
Integrity & Transparency	Passion
Growing with the team	Innovation
Drive Excellence	Ensure bottom line

ABSTRACT



Assistant Corporate Sales Manager (B2B, Institutional & LIP)

Siam City Cement Bangladesh Ltd, Tower 52, Road 11, Block C, Banani, Dhaka 1213

Develop B2B Corporate Sales of Cement, Conwood, and Mortar for SCCBL. Support the corporate sales team to find and develop new points for sales. Administer, prioritize, execute & follow up. Ensure quality business by increasing cash sales & control credit sales & DSO. Develop relationships with customers to monitor & evaluate competitors' activities for decision making. Perform CM analysis, EBITDA, Customer credit rating and Risk assessment. Supervise and evaluate daily work processes, activities, and performance of ASM, Executives, & CSO.

Accomplishments

- ✓ Increased 27% sales volume by onboarding 5 Big Corporate customers & 8 Medium size customers
- ✓ Reduced overdue by 52% and Gross AR by 20% through avg. 140% collection vs sales and resuming business with long unrealized Key accounts and inactive customers

Segment Head of MC & EV Battery

Rahimafrooz Storage Power Business, 705, West Nakhhalpara, Tejgaon, Dhaka 1215

Achieve ABP volume and value target to develop battery business of Motor Cycle & Electric Vehicle battery segment. Planning, budgeting and effectively drive sales by formulating strategies for the product, brand, and pricing. Develop the route to market strategy. Technical & aesthetic product and packaging development. Brand Activation, plan & run campaign, ATL/BTL, Promo materials development, vendor management and evaluation. Increase market share & efficiently design, implement & evaluate promo, scheme, and incentives for trade & consumer. Develop, engage and evaluate activities and performance of team players from AH/ASM/TSO/TSE to generate sales. Assist CMO & Head of Sales with a sustainable strategy to develop and formulate plan & for short and long term.

Accomplishments

- ✓ Exclusive supply Agreement with 2 leading MC OEM and tagged under institutional Sales
- ✓ Highest 36% of GP ensured by profitability drive in Motorcycle battery segment
- ✓ Developed referral-based EV battery sales-registration process and got avg. 32% volume growth.

In Charge-LM Battery Export Sales

Rahimafrooz Batteries Ltd, 705, West Nakhhalpara, Tejgaon, Dhaka 1215

Develop Low Maintenance Automotive, Inverter and Motor Cycle Battery sales in the international market. Negotiate business proposal by indexing product design, RM & currency cost factors, incoterms. Ensure overall profitability and secure payment terms by analyzing customer profile and competition nature. Determine segment to penetrate by figure out and prioritize the best volume potential with profit mix. Assigning and engaging distributor for a specific geographic area/country to meet the target & maintain market share. Preparation, Formulation and pursue Annual Business Plan & budget considering segment and growth potential. Perform LME and market price analysis, Rolling Forecast, S& Op, Risk assessment and New product development. Supervise day to day activities and evaluate the performance of teammates from Sr. Executive to an officer. Assist COO with a sustainable strategy to develop and formulate plan & for the short and long term.

Accomplishments

- ✓ Developed 18 new customers and expanded channels in Asia, Africa and South America.
- ✓ Launched Super Economy LM battery for full Automotive range (PC & CV) in the international market
- ✓ Successfully executed profitability turnaround strategy by ensuring PBT in FY 2015-16.

Area Sales Manager (Institution, LIP & B2B Sales)

CEMEX Cement Bangladesh Ltd, 75, Suhrawardi Ave, Block# K, Baridhara, Dhaka-1212

Develop B2B Sales by expanding Industrial and Institutional channel for sales by approaching into target market & customers by a frequent market visit to find and develop new points for sales. Drive sales volume especially from big Industrial projects supply. Company's brand image enhancement by supplying to large Infrastructure Govt. Projects like Padma Bridge and big private projects.

Accomplishments

- ✓ First supply in Padma Multipurpose Bridge Construction project in 2013
- ✓ Developed 4 Export customers in increased institutional sales by 46%
- ✓ Lead the Corporate Sales team for the interim period

Sales Executive (Corporate Sales)

CEMEX Cement Bangladesh Ltd, 75, Suhrawardi Ave, Block# K, Baridhara, Dhaka-1212

Develop Corporate Sales by managing current Corporate Clients order, payment and maintain accounts with the company. Organize events for Customers, Contractors, Construction Firms, Developers, Consulting Firms and Engineers. Ensure good price and volume for the company with the existing and new clients. Maintain secured Credit sales and collect the payment on time.

Accomplishments

- ✓ Developed 52 new corporate customers and increased 27% B2B sales volume
- ✓ Resume business with 19 Inactive Corporate customers

Sales Officer (Trade Sales)

CEMEX Cement Bangladesh Ltd, 75, Suhrawardi Ave, Block# K, Baridhara, Dhaka-1212

Develop market by assigning and engaging dealer & distributor in Rajshahi division by increasing distribution reach and maintain relations with customers of 6 districts. Resume business with inactive customers and enlisting new customer by order collection and mature the sales by consistent follow up with the distributor. Monitor Branding and all promotional activities related to marketing.

Accomplishments

- ✓ Best Sales performance in 2007
- ✓ Developed dealer network in 5 districts by appointing 2 distributors

Representative-Customer Care

Holcim (Bangladesh) Ltd, Ninakabbo, 227/A, Gulshan Tejgaon Link Road, Dhaka 1208

Learned to build a relationship with the trade, developed market insight, (retailers, distributors, end-users, government institutions and stakeholder associations. Executed trade marketing and distribution plan to influence and win consumers at the point of sales. Develop the market in 4 districts by visiting house owners and projects to take orders for Retailers and mature the sales by tagging the retailer with dealers/ distributors. Provide customer service and provide a solution.

Accomplishments

- ✓ A redeveloped market in Bogra district by creating a channel
- ✓ Corporate sales development in Military Engineering Services across North Bengal

REFERENCES

Md. Kamrul Islam

CEO, Rahimafrooz Storage Power Business
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Md. Nasirul Alam Sumon

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Jun 2018 –Apr 2019



Feb 2017 –May 2018



Sep 2013 –Jan 2017



Dec 2010 –Aug 2013



Oct 2008–Nov 2010



Jan 2006–Sep 2008



Jan 2004–Dec 2005