



IMTIAZ HASNINE SHAON

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The Octave, 373/15, Free School Street, Pukurpaar, Hatirpool, Dhaka

Having 8+ years work experience in Market Development through direct/indirect sales channels and B2B Sales Management. Worked aggressively in different cross functional projects throughout my career which was directly related to business development, category management, influencer marketing and sales management.

WORK EXPERIENCE

EMPLOYER: **MOKAM LIMITED [SHOPUP]**

BUSINESS SECTION: CATEGORY

REPORTING TO: DEPUTY DIRECTOR

SUPPLY MANAGER | 1 JUN, 2022 - PRESENT [GRADE: LEAD MANAGER]

- To create, oversee and look after the sourcing operation strategy to ease the operation and set up the cross functional dynamics in commodity business unit.
- P&L, Pricing management of individual category or SKUs through proper supplier and stakeholders management.

SENIOR CATEGORY MANAGER | 1 FEB, 2022 - 31 MAY, 2022 [GRADE: LEAD MANAGER]

- Category development for infrastructure products through proper understanding of market dynamics in construction industry and linked stakeholders.
 - Business and category development strategy to implement for setting up the business unit as active and profitable within stipulated time aligning to Mokam Infra business goal.
 - To plan and deploy field sales force as a new formed business unit and to ensure revenue & expected ROI by overall sales development initiatives.
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EMPLOYER: **ASIAN PAINTS BANGLADESH LIMITED**

DEPARTMENT: CORPORATE SALES

REPORTING TO: HEAD OF CORPORATE SALES

MANAGER, WATERPROOFING | 1 APR, 2021 - 31 DEC, 2021

- Ensuring revenue from Corporate/B2B customers with profitability.
- Planning and launching promotional and loyalty campaign/scheme for the B2B influencers/customers to create impact on revenue and brand awareness.
- To look after overall pricing of waterproofing products and product line/range strategy management for B2B customers.
- Execution of demand generation activities through engineers/architects and other key influencers of business for ensuring brand endorsement.
- Analyzing overall product opportunities in market, capturing competition market details and planning to crack key competition customers with proper product category management strategy.
- Exploring new customer segments for identified and targeted products including new product planning, product briefing sessions for the influencers etc.

EMPLOYER: **ASIAN PAINTS BANGLADESH LIMITED**
DEPARTMENT: CORPORATE SALES
REPORTING TO: HEAD OF CORPORATE SALES

BUSINESS MANAGER, INDUSTRIAL SALES/ 15 JULY, 2018 - MARCH, 2021

- Revenue generation ensuring profitability in Protective Coating category from B2B customers like PEB, heavy industries, Power Plant, Oil Tanker, EPC contractors etc.
- Pricing and product range management for targeted customer segments based on individual customer's expectation on product features and durability.
- Working on technical specification of products required for individual usage area; coordination with R&D department for modification/upgradation of performance parameters.
- Analyzing overall product opportunities in market, capturing competition market details and planning to crack key competition customers with proper product category management strategy.
- Coordination with IBU and other units of company for sourcing of required new products; total material cost analysis and working on overall pricing strategy with top line officials.
- Product training for the internal and external stakeholders as a part of capability building initiatives for frontline sales and business development team.
- Coordination and engagement activities with the applicators of protective coating and maintaining the database to support the application service for end customers.

EMPLOYER: **PIDILITE SPECIALITY CHEMICALS BD PRIVATE LIMITED**
DEPARTMENT: MARKETING
REPORTING TO: HEAD OF MARKETING

BUSINESS DEVELOPMENT MANAGER/ 1 MAY, 2015 - JULY, 2018

- Planned and executed demand generation activity through masons, contractors and engineers/architects for overall market development of product category.
- Explored new business areas of products through different sales channels in retail & B2B and product category management for overall business expansion.
- Managed overall pricing of waterproofing products in retail and b2b sales channel analyzing MCNR (Material Cost Net Revenue) and MOP (market operating price).
- Driving market development initiatives in low/under performing territories with selected product range.
- Worked for capturing competition market details and market intelligence for existing & new product strategy.
- Product enlistment in different govt institutions.
- Conducted product training for frontline sales team and customers.

EMPLOYER: **SPEED COLLECTION LIMITED**
DEPARTMENT: SALES & MARKETING
REPORTING TO: DIRECTOR

PROJECT COORDINATOR/ JULY, 2014 - APRIL, 2015

- Worked with fabric wholesalers, Fashion & Textile shop and retailers to cater the business of non woven fabric bag.
- Ensured timebound distribution of customer orders coordinating with distribution and plant team.
- Explored and worked for new business scope through proper market research and market intelligence.
- Communicated with international vendors for machinery sourcing for new SBU under organization.

EDUCATION

UNIVERSITY OF DHAKA

Master of Business Administration (Marketing)

2015- 2018

BANGLADESH UNIVERSITY OF ENGINEERING & TECHNOLOGY

B.Sc in Civil Engineering

2008-2014

SKILLS

- Process structuring & development
- Fast Learning
- The ability to analyze complex technical information
- Critical problem solving

PERSONAL INFO

- Father: Late Selim Uddin
 - Mother: Shakila Abedin
 - Birth: 01 Jan, 1990
 - Nationality: Bangladeshi
 - Religion: Islam
 - Blood Group: A (+ve)
 - Marital Status: Unmarried
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FIELDS OF INTEREST

- Business Development
- Corporate Sales
- Technical Sales
- Trade Marketing