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| |  |  |  | | --- | --- | --- | | **A.K.M. AZAD** | |  | | --- | | https://my.bdjobs.com/photos/250001-275000/11254753r5d0y.jpg?var=1710201924 | | | Address: House # 10, Road # 34, Pallabi, Dhaka 1216, Bangladesh. Mobile No: +8801712204407  akm.azad1969@gmail.com | |

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| ***Career Objective:*** |
| To correlate me with a professionally run business organization, that has potential for expansion, both personal and organizational in the area of marketing and offer ample opportunity to learn, execute and progress and aim to secure a highly result oriented position that demands constant valued addition through the utilization of gain skills and experience. |

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| ***Career Summary:*** |
| 25+ years ofDynamic and motivated professional with a proven record of generating and building relationships, managing projects from concept to completion, designing educational strategies, and coaching individuals to success. Skilled in building cross-functional teams, demonstrating exceptional communication skills, and making critical decisions during challenges. Adaptable and transformational leader with an ability to work independently, creating effective presentations, and developing opportunities that further establish organizational goals*.*  More than nineteen years of experience in telecommunications field having extensive experience in formulating corporate vision and long term strategy, leading all marketing related functions including spearheading numerous product innovations with Profit Lose responsibility, segmentation, Value Added Service, Brand management and development, Customer Relationship Management (CRM), customer service. An individual with results-driven approach and relentless in pursuit of excellence from a business and organizational standpoint. Believes in transparency, commitment and teamwork.  Specialties: Management of Marketing and Commercial operations. Business and Marketing Strategy development and implementation. Brand, communication strategy management and development. Management of customer experience, Corporate Affairs, CRM. |

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| ***Employment History:*** | | |
| **Total Year of Experience:** 25. Year(s) | | |
| 1. | | **Executive Director (Head of Business), Strategic Marketing and Sales Planning ( June 01, 2016 - Continuing)** |
|  | **One Power Infotech Ltd.**  ***Responsibilities:***   * Take a lead role in communicating technical development, automation and process reengineering requirements to the client in a language and format that the business will understand and liaise with internal team to exploit technologies. Document new requirements and produce functional specifications. * Define Quality Assurance and Client Requirement activities for the project including test and acceptance processes, documentation and operational support transition, milestone checklist, requirement verification processes, schedule and communication activities, and continuous improvement processes. * Work in close collaboration with client management and company staff to ensure that user requirements and constraints are understood and that sensitive areas affecting service provision are identified early. * Describe quality-related responsibilities of the project team including specific tasks such as acceptance test, audit, review and checklist responsibility assignments. * Perform measures and planning to ensure that defective products or services are not produced, and that the design meets performance requirements. * Execute stress, functionality, integration, compatibility, recovery, performance, security and other testing plan and assign to the team personnel. * Advice and direct managers and staff on the implementation of new systems and ways of working, facilitating management and staff through the change process. * Conduct Presentation of Demos to the clients and play role on getting new orders from the potential clients.  |  |  |  | | --- | --- | --- | | |  | | --- | | 2**. General Manager, Special Accounts ( December 1, 2010 – May 31, 2016)** | | **Information Solutions Ltd**   ***Duties/Responsibilities:***  a. Excellent man management skills and use of latest management techniques / tools  b. Extensive coordination with management, marketing, source of financing. c. Market report analysis, oversee the marketing & its promotional plan  d. Establish guideline for sales team to develop sales strategy and technique.  e. External coordination with supplier, buyer and other agencies related to our business.  f. Ensuring cost reduction by reducing all kinds of wastage.  g. Take sustainable measures by improving sales, customer satisfaction, profitability and productivity.  h. Preparation and submission of monthly Profit & Loss statement to the management  i. Develop and execute marketing plans and programs.  j. Prepare product strategies to enable achievements of business plans for short & long term basis. | | | **3. Manager, Corporate Sales ( February 1, 2007 - November 30, 2010)** | | **Computer Source Ltd**  ***Duties/Responsibilities:***  1.Develop and analyze market including preparation of competitive costing for different segments  2. Prepare analytical report in light of new business development for the company  3. Review existing operation and develop plan for further improvement  4. Assess and evaluate the present market to obtain direction for new business  5. Develop marketing policies, strategize and ensure their effective implementation to achieve business excellence  6. Formulate media strategy and promotional plans covering activities; spend levels, and deliverables  7. Ensure pragmatic brand strategy in line with overall business target, their execution plan and monitoring system  8. Conduct market research about customer preference, competitor information to get competitive advantages | | **4.Manager, Business Development ( January 1, 2003 - January 31, 2007)** | | **Excel Telecom Ltd (A National agent of NOKIA)**  ***Duties/Responsibilities:***  1. Undertake market research, develop and implement new product initiatives to increase customer satisfaction and profitability. 2. Provides analytical support for the development of marketing campaign analysis and regulatory performance analysis. 3. Utilize understanding of customer characteristic demographics, portfolio trends and performance, competitive and economic environment and knowledge of internal processes to develop portfolio segmentation and initiate action plan. 4. Monitor the product line profitability, including funding costs, direct expenses and cost assignments. 5. Ensure Corporate Sales with continuous growth. | | **5. Area Sales Manager ( November 1, 1994 - December 31, 2002)** | | **Sanofi-Aventis.(A world largest multinational company)**  ***Duties/Responsibilities:***  1. To create innovative and challenging promotional campaign and strategies for assigned products to generate demand and to achieve company's financial results. 2. To keep the track of competitors activity, trends and developments in relevant therapeutic field and build strong relationship with customers. 3. Provide and communicate information effectively to support strategic analysis of channel.  4. To develop institutional business plan, implement and monitor marketing activities on assigned product range. | | |
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| ***Academic Qualification:*** |
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| **Career and Application Information:** |
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| ***Specialization:*** |
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| ***Personal Details :*** |
| |  |  |  | | --- | --- | --- | | Father's Name | : | Md. Anwar Ali | | Mother's Name | : | Late Isha Anwar | | Date of Birth | : | January 1, 1971 | | Gender | : | Male | | Marital Status | : | Married | | Nationality | : | Bangladeshi | | National Id No. | : | 19712694814442049 | | Religion | : | Islam | | Driving License No. | : | 85126122010 | |