




Md. Baqui Billah

Telecom Sales and Business Leader

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EDUCATION

Doctor of Business Administration

University of Fairfax
2025 (On Going)

Masters of Business Administration

Asian University of Bangladesh
(1999 - 2003)

Masters of Social Science

Dhaka University
1998-1999

Bachelor of Social Science (HONS)

Dhaka University
1998-1999

PROFESSIONAL TRAINING

- Coaching & Mentoring
- Mini MBA
- Leadership Development
- Boot Camp
- Effective Communication
- Feedback & Coaching
- Strategic Training

SKILLS

- Sales & Business Development
- Leadership & Team Management
- Operations & Strategic Mgt
- Negotiation & Client Relations
- Digital Transformation
- Market Expansion & Growth Stgy
- Financial Planning & Budget Mgt
- Key Account Management
- B2B & Enterprise Sales

PROFILE

- **Telecom Sales Leadership:** Successfully led large sales teams, managing 300 sales professionals, 31 distributors, and a 1,500-strong field force across Bangladesh at leading telecom operator Grameenphone Limited and Banglalink Digital Communications
- **Strategic Growth & Revenue Expansion:** Achieved three consecutive years of double-digit YoY revenue growth (17% blended) for Grameenphone Business Sales in Dhaka and turned around Banglalink SME business with 14% positive growth.
- **Innovation & Digital Transformation:** Spearheaded the development of Banglalink Distribution Blueprint 3.0 and upgraded Sales Automation Apps to the 2021 version, driving digitalization and process improvements.
- **Market Expansion & Distribution Excellence:** Pioneered the Mini Distributor Concept for optimized market coverage in Chittagong and established the first Sales Tracking System (STS) in Bangladesh's telecom industry.

CAREER SUMMARY

2021 – 2025	Banglalink Digital Communications Limited	Head of Sales Planning and Distribution
2017 – 2021	Banglalink Digital Communications Limited	Head of SME
2014 – 2017	Grameenphone Limited	Head of Business Sales, Enterprise Business
2010 – 2014	Grameenphone Limited	General Manager, Regional Head
1999 – 2010	Grameenphone Limited	Deputy General Manager, Head of SSIM

KEY EXPERTISE

- Sales Leadership & Business
- Telecom Distribution & Strategic Planning & Execution
- Digital Transformation & Automation
- Enterprise & SME Solutions
- Coaching, Mentoring & Leadership Development
- Sales Analytics & Performance Tracking
- Communication & Negotiation

CAREER HIGHLIGHTS

- 25 Years of Telecom Sales Leadership – Proven track record in driving revenue growth, leading high-performing teams, and expanding market presence in the telecom industry.
- Strategic Business Development – Successfully led sales strategies, forged strong client relationships, and secured major contracts, contributing to organizational success.
- Global Experience & Market Expansion – Played a key role in expanding business operations across different markets, leveraging industry insights and strategic partnerships.
- Customer-Centric & Innovative Approach – Strong focus on customer satisfaction, digital transformation, and innovative sales solutions to drive business growth.

WORK EXPERIENCE

Banglalink Digital Communications Limited

2021 – 2025

Head of Sales Planning and Distribution

This position is responsible for overseeing all aspects of the S&D sales strategy, including planning, budgeting, campaigns, performance management, automation, and commission management. This position is integral in helping the organization reach its desired outcomes, as the central team of 29 members is divided into four units.

Key Responsibilities

- Sales Strategy & Performance Management – Oversee end-to-end sales planning, budgeting, and execution to drive revenue growth. Develop and implement sales strategies, performance tracking, and channel expansion plans.
- Channel Campaign & Distribution Excellence – Lead a team to manage sales campaigns, distribution footprint expansion, and performance benchmarking. Ensure efficient resource allocation and drive market penetration.
- Sales Automation & Digital Transformation – Spearhead the digitalization of sales operations by implementing automation tools and mobile applications (BL Retailer App, RSO App, vFocus) to enhance efficiency, reporting, and commission management.
- Budget Governance & Reporting – Manage the sales budget, ensure financial alignment with business goals, and provide timely reports and insights to key stakeholders for strategic decision-making.
- Sales Capability Development & Training – Design and implement training programs to enhance the skills of sales teams and third-party representatives. Drive continuous learning initiatives to improve performance and ensure alignment with business objectives.

Banglalink Digital Communications Limited

2017 – 2021

Head of Small and Medium Enterprise

To Develop and define long and short-term strategic and operational action plans for B2B SME and SoHo, with input from team members. Introduce digital propositions that better facilitate SME customer retention and create new revenue streams

Key Responsibilities

- Work with the S&D head to create a strategic plan for the next 3-5 years and improve B2B SME operations. Revise the strategic and operational plans by negotiating and convincing cross-functional teams.
- Set annual and monthly SME sales objectives, and follow up on performance for each region while maintaining strong relationships with SME figureheads.
- Monitor team performance and identify areas for development.
- Explore new revenue opportunities and introduce digital propositions hence improving SME customer satisfaction and generating new revenue streams.
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Grameenphone Limited

2014 – 2017

General Manager, Head of Business Sales – Enterprise Business

This position is responsible for implementing the long-term strategic objectives of the business in coordination with the team members. Role will ensure business growth through directing and managing Direct Sales activities to meet organizational objectives.

Key Responsibilities

- Achieve total revenue targets for the entire department.
- Develop and enhance the benefits realization model that aligns with Grameenphone's business and customer benefits.
- Ensure smooth implementation of channel push campaigns and spot sales campaigns
- Manage quarterly and yearly CAPEX and OPEX plans.
- Ensure the best system support for the channel, including development.

Grameenphone Limited

2010 – 2014

General Manager, Regional Head

The position entails overseeing sales and distribution operations within the regions and responsibilities include developing and executing strategies to achieve revenue targets, managing the retail channel, and ensuring customer experience goals are met. This role involves strategic planning, execution, and retail channel management to drive business growth and customer satisfaction.

Key Responsibilities

- Regional heads are responsible for developing and implementing strategies that align with the organization's overall goals and objectives.
- Oversee the day-to-day operations of the region, including managing resources, budgets, and staffing levels.
- Must ensure that the region operates in compliance with all relevant laws and regulations, including those related to health and safety, labor, and environmental issues.
- Responsible for building and maintaining relationships with key stakeholders.
- Provides leadership and guidance to their teams, ensuring that employees are motivated and working towards achieving the organization's goals.

Grameenphone Limited

2000 – 2010

DGM / Manager / DM

introducing sales automation system for large number of sales force and implemented first ever telecom Sales Tracking System and automated reporting to the sales team. overseeing Agent Management, a key channel sales wing where individual agents conduct door-to-door mobile sales directly to customers.

Key Responsibilities

- Led the development and implementation of a Sales Automation System for a large sales force, streamlining sales processes and improving efficiency.
- Designed and deployed the first-ever Telecom Sales Tracking System, enabling real-time monitoring and performance analytics.
- Automated sales reporting to ensure timely, data-driven decision-making for the sales team and leadership.
- Collaborated with IT and business units to align sales systems with organizational goals and digital transformation initiatives.
- Managed sales data integration and visualization, providing actionable insights through dashboards and reports.
- Managed the Agent Management sales wing, overseeing a large network of individual agents conducting door-to-door mobile sales.
- Developed and executed sales strategies to enhance agent performance and increase market penetration.
- Established training programs to equip agents with sales techniques, product knowledge, and customer engagement skills.
- Ensured smooth logistics and inventory management to provide agents with timely product availability.
- Analyzed sales data and market trends to drive continuous improvement in sales operations.