Sapno Bilash (3rd Floor), College Para, Magura Sadar

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Contact # 01777781103

Date of Birth – 07th January 1981



**Md. Kazi Shofiqul Islam**

**PROFESSIONAL SUMMARY:**

Highly motivated and results-oriented sales & marketing professional with over 15 years of progressive experience in achieving and exceeding sales targets across diverse industries including Banking, Telecom, FMCG, and Beverages. Proven ability to lead and motivate high-performing teams, build strong customer relationships, and effectively manage all aspects of the sales cycle. Expertise in market analysis, territory planning, distribution channel management, trade marketing, and customer relationship management. Adept at identifying and capitalizing on market opportunities, implementing innovative sales strategies, and driving business growth.

**SKILLS:**

* Sales Leadership: Proven ability to lead and motivate high-performing sales teams.
* Target Achievement: Consistently exceeded sales targets across various industries.
* Customer Relationship Management: Strong ability to build and maintain long-term relationships with key customers and distributors.
* Distribution Channel Management: Expertise in managing and optimizing distribution channels.
* Market Analysis & Planning: Proficient in market analysis, identifying opportunities, and developing effective sales strategies.
* Team Management: Skilled in coaching, mentoring, and developing sales teams.
* Communication & Interpersonal Skills: Excellent communication, interpersonal, and presentation skills.

**TRAINNING:**

* Leadership Management by **Philip Morris International**
* Planning for Results by **Philip Morris International**
* Business English-Intermediate 2 by **British Council**
* Negotiation Skill by **Philip Morris International**
* Managing people in the field by **Philip Morris International**
* Influence Effectiveness by **Philip Morris International**
* MS Excel 2010 & MS Power Point 2010 by **New Horizons Computer Learning Center**
* Communication, Managerial & Team Skills in the work Place by **Marico Bangladesh Limited**
* Building High Performing Teams by **Marico Bangladesh Limited**
* Mini Relationship Management Program (MRMP) by **Marico Bangladesh Limited**
* Interpersonal Effectiveness by **International Beverages Private Limited**
* Selling Skill by **Marico Bangladesh Limited**
* Training on Personal, Home & SME Loan and Recovery by **Dutch Bangla Bank PLC**

**COMPUTER SKILLS:**

Microsoft Office, Power point & Outlook.

**WORK HISTORY:**

**Regional Head (Senior Assistant Vice President) (Jan 2024 – Till Now)**

**Regional Head (Assistant Vice President) (Jan 2020 – Dec 2023)**

**Dutch Bangla Bank PLC,** Dhaka, Bangladesh

**Responsibilities:**

To plan and meet the monthly, quarterly & yearly target (Collect deposit, account opening, bills pay, salary disbursement and process loan & recovery). Maintain a strong trade relation with key stockholders. Monitoring corporate activities and follow-up also guiding a big team to generate positive result

**Area Sales Manager (May 2018 – December 2019)**

**Robi Axiata Limited, Dhaka, Bangladesh**

**Responsibilities:**

Attain area sales target (RV & SIM) by ensuring proper distribution of products and implementation of retail channel activities. Develop right distribution set-up to optimize availability of products in the area. Arrange & execute trade-marketing activities. Ensure brand visibility in POS through Point of Sales Materials to create Massive visibility.

**Senior Territory Manager (Assistant Manager) (February 2014 – April 2018)**

**Marico Bangladesh Limited,** Dhaka, Bangladesh

**Responsibilities:**

To plan and achieve the secondary sales target through distribution and productivity, coverage, visibility and merchandising. Implement scheme and innovation management. Distributor Management & Relationship Management with key customers. Team Management and Capability Improvement and give feedback from trade, competitors.

**Assistant Manager (January 2013 - January, 2014)**

**International Beverage Private Limited,** Dhaka, Bangladesh

**Responsibilities:**

Achieve target both-in volume and value through increase numeric & weighted distribution. Ensure primary & secondary and cooler execution and management. Sales force management and coaching & relationship with distributor and retailers, market execution & Ensure KPI

**Trade Marketing Executive (May, 2009 – December, 2012)**

**Philip Morris International**, Dhaka, Bangladesh

**Responsibilities:**

Monthly and yearly sales forecasting & planning and achieve the target.Ensure distribution, productivity, coverage, visibility and merchandising.Execute trade promotional activities in the market by coaching to distributor team**.** Maintain a strong trade relation with traders**.**

**EDUCATION:**

Completed Masters in **Social Science** from National University in 2005.

Post gradation diploma in **Marketing Management** from Bangladesh Institute of Management in 2008.

**HOBBY:**

Travelling, cycling & gardening.