



Mohammed Khaled Mehdi

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Career Summary:

Experienced sales professional, highly organized and efficient in fast-paced multitasking environments, able to adapt to changing priorities and maintain a positive attitude and strong work ethics.

Professional Experience: 17 yrs.

- 1. Manager-Corporate Sales (15th February, 2022-Continuing) Aksid Corporation Ltd.**
Company Location: Rupayan Shopping Square, Plot C-2, Block-G Bashundhara R/A, Dhaka-1229.

Department: Sales & Marketing

Duties/Responsibilities:

- »Managing Corporate business.
- »Sales process implementation.
- »Provide market intelligence report to support business & strategic planning.
- »Facilitate management team to review and evaluate business performance in business review meeting.
- »Manage all sales communication and requirements through effective management of the marketing function.
- »Facilitate, control and coordinate the annual strategic marketing planning process.

- 2. National Sales Manager (2nd Feb, 2019-30th April, 2020) Prayas International Ltd.**
Company Location: House# 52/1 (2nd Floor), Road# 3A, Zigatola, Dhaka 1209.

Department: Sales & Marketing

Duties/Responsibilities:

- »Managing Distributor business.
- »Sales process implementation, Training and auditing all distributor processes.
- »Responsible for Distributor, Customer and sales satisfaction in the Area.
- »Understanding customer needs and developing potential customers.
- » Establish sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
- »Establish and adjust selling prices by monitoring costs, competition and supply and demand.

- »Maintain sales staff by recruiting, selecting, orienting and training employees. As well as counseling and disciplining employees; planning, monitoring and appraising job results.
- »Provide market intelligence report to support business & strategic planning.
- »Facilitate management team to review and evaluate business performance in business review meeting.
- »Manage all sales communication and requirements through effective management of the marketing function.
- »Facilitate, control and coordinate the annual strategic marketing planning process.
- »Complete national sales operational requirements by scheduling and assigning employees; following up on work results.

3. Regional Manager (1st July, 2017 –31st January, 2019) Nitol-Niloy Group (Niloy Motors Ltd).

Company Location: Nitol-Niloy Tower, 69 Nikunja-2 C/A Khilkhet, Dhaka-1229.

Department: Sales & Marketing

Duties/Responsibilities:

- »Sales Volume and market share for assigned territory.
- »Managing Dealer business to ensure profitability/viability.
- »Sales process implementation, Training and auditing all dealer processes.
- »Responsible for Dealer, Customer and sales satisfaction in the Area.
- »Understanding customer needs and developing potential customers.
- »Maintaining relationship with final customers.
- »Keep abreast of market developments, competitor activities and Provide feedback to management.
- »Provide market intelligence report to support business & strategic planning.
- »Facilitate management team to review and evaluate business performance in business review meeting.
- »Manage all sales communication and requirements through effective management of the marketing function.
- »Facilitate, control and coordinate the annual strategic marketing planning process.

4. Regional Sales Manager (September 1, 2014 –30th June, 2016)
Elite Paint & Chemical Industries Ltd.
Company Location: House-3, Road-3, Sector-10, Uttara,
Dhaka-1230

Department: Sales

Duties/Responsibilities:

- »Responsible to generate profitable business in combination with achieving sales & collection target (value and volume) with desired product mix, safeguarding company interest by implementing a stringent credit policy.
- »Planning and forecasting of sales volume, identify growth opportunity and maintaining relationship with the channel partners of the area.
- »Manage a big sales team and guide them in achieving individual as well as company goal.
- »Prepare and implement annual sales and marketing plan as well as budget, selling strategies and marketing information analysis.
- »Responsible for maintaining the material management as well as ensuring distribution through distribution department.
- »Ensure customer satisfaction, both dealers & consumers.
- »Provide market intelligence report to support business & strategic planning.
- »Facilitate management team to review and evaluate business performance in business review meeting.
- »Facilitate, control and coordinate the annual strategic marketing planning process.

5. Strategic Account Manager (1st August, 2012-31st August, 2014)
Avery Dennison
Company Location: 3/F Uday Tower,
57 Gulshan Avenue,
Gulshan-1, Dhaka, Bangladesh.

Department: Marketing.

Duties/Responsibilities:

- »Establish excellent relationships at each level of local RBO buying offices and promote company's products, services and facility.
- »Understand customers' business and objectives than just current needs; offer solution selling in order to build mutually beneficial partnerships.
- »Obtain annual/seasonal brand-wise, item-wise RBO forecasts to facilitate material (SC) and capacity (Ops) planning as well as to win larger share of business (vendor sales).
- »Oversee order placement and delivery as per forecast; analyze, report and take initiative for resolution in case of any discrepancy.
- »Co-ordinate with relevant internal departments (vendor sales, ADCS, SC, Ops, Finance) and contribute in the MDI process.
- »Work closely with KAM/GAM to serve existing business as well as to develop future business; contribute in the GAM process.
- »Attend customer complaints and negotiate probable solutions in a timely manner in order to retain customer satisfaction.

- » Proactively collect market information, analyze market trends, competitors' products and strategies and take necessary actions.
- » Conduct periodic business performance review meeting with RBO local offices.

6. Executive-Marketing & Sales (June 15, 2004 - 26th July, 2012)

Rahimafrooz Distribution Ltd.

**Company Location: 12 Mohakhali C/A,
Dhaka-1212.**

Department: Marketing & Sales.

Duties/Responsibilities:

- » Achieving annual corporate sales target for specified area.
- » Attending regular corporate sales calls and ensuring profitable negotiation.
- » Actively participate in the ABP and quarterly cycle plan activities.
- » Collect market information to strengthen market intelligence activities.
- » Ensuring sales collection within due time frame.
- » Increasing the number of corporate fold to enhance business.
- » Efficient management of key corporate account.

7. Sales Executive (January 31, 2002 – May 31, 2004)

Heidelberg Cement Bangladesh Ltd.

Company Location: South Haliashahar, Patenga, Chittagong.

Department: Dealer Sales.

Duties/Responsibilities:

- » Professional management of distributor and distributor's sales force.
- » Distributor Management through review and business meeting.
- » Execution of Trade / Customer marketing action plan in the territory.
- » Relationship management with the key customers.
- » Develop capability of Distributor's field force.

Academic Qualification:

Exam Title	Concentration/Major	Institute	Result	Passing. Year
MBA	Marketing	American International University-Bangladesh	CGPA:3.34 out of 4	2010
M.Sc.	Marine Science	Chittagong University	Second Class, Marks :53.33%	2001
B.Sc. (Hons.)	Marine Science	Chittagong University	Second Class, Marks :48.41%	1999
H.S.C.	Science	Govt. Tolaram College, Narayanganj.	Second Division, Marks :56.3%	1993
S.S.C	Science	Adarsha School, Narayanganj	First Division, Marks :69%	1991

Professional Training Summary:

Training Title	Topic	Institute	Country	Location	Year	Duration
Factory Sales Collaborative Planning Training	Factory Sales Collaborative Planning	Avery Dennison	Bangladesh	3/F Uday Tower, 57 Gulshan Avenue, Gulshan-1, Dhaka	2014	2 days
Miller Heiman Strategic Selling Program	Strategic Selling Program	Miller Heiman	Bangladesh	Dhaka	2013	3 days
Miller Heiman Conceptual Selling Program	Conceptual Selling Program	Miller Heiman	Bangladesh	Dhaka	2013	3 days
Integrated Marketing & Brand Communication.	Marketing & Brand Communication.	Prothom-alojobs	Bangladesh	Dhaka	2011	1 day
The World of Marketing & Corporate Sales Management	Corporate Marketing & Sales.	bdjobs.com	Bangladesh	Dhaka	2008	1 day

Personal Details:

Father's Name : Kamal Uddin Khan
Mother's Name : Roushan Ara
Date of Birth : January 14, 1977
Gender : Male
Marital Status : Married
Nationality : Bangladeshi by Birth
Religion : Islam
Permanent Address : Village: Maijpara, Middle Haliashahar, PO+PS-Bandar,
District: Chattogram, Country: Bangladesh.

Sincerely,



(Md. Khaled Mehdi)