

# **Kazi** Sarwar Hossain **Sagar**

Marketing & Sales Personnel

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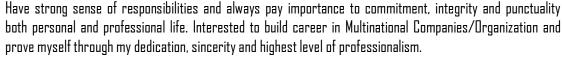
Kazisagar2

http://www.kazisagar.com









- # Business Development: New Business Planning, Retain Old Business, B2B Business, B2C Business, DEM/Principle Communication, Marketing & Sales.
- # Marketing Management : Brand Management Marketing Communication Marketing Promotional Activities Strategic Planning Digital Marketing etc.
- # Sales Management : Corporate Sales Retail Sales Sales Administration Sales Team Coordination Sales Promotional Activities etc.
- # CRM: Customer Service & Relation Management Ensure After Sales Service, Retake Old Customer etc.
- # Product Management: Product Demand & Supply Coordination Field Force Training Manage Partner etc.

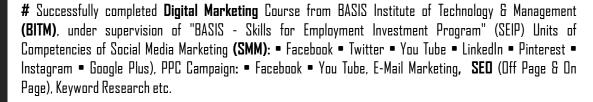
Additionally skilled in Networking, Persuasion, Prospecting Skills, Sales Planning, Identification of Customer Needs and Challenges, Market Knowledge, Meeting Sales Goals etc.







MBA (HRM), Masters (Marketing), Honors (Marketing), H.S.C (Business Study) & S.S.C (Science). I have completed my internship from Kazal Brothers Ltd. (Anupam Prokashani).



- # Successfully completed Six (O6) Months professional course Marketing Competencies for Manager (MCFM). Conducted By MDP, IBA, Dhaka University.
- # Successfully completed Two (2) days workshop on ISO 9001:2008 Internal Auditor Quality Management Systems Training Programme. Conducted by TQCSI (Bangladesh). Certificate No. # IAT/QMS/SB/0069. www.tqcsi.com



Day Long Workshop

Participated Two (2) days' workshop on "Brand Development" in J.A.N Associates (Canon) head office

conducted by Marketing Chief of "Canon Singapore Corp."



Present Job:

Dhaka Distributions Dhaka, Bangladesh

1<sup>st</sup> November, 2015 To Till Now

### Previous Job: Experss Systems Ltd. Dhaka, Bangladesh

1<sup>st</sup> March, 2014 To 31<sup>st</sup> October, 2015

# **Professional Experiences**

### Manager- Business Development & Product Management:

**Dhaka Distributions** is not just a company. It's a team of experienced and skilled people with distributions and alliance partnerships with global leaders in the field of cybersecurity. In a nutshell the company is a pioneer in Bangladesh in the cybersecurity space and the core business involves delivering technologies and services in the field. The journey started in 1994 with the formation of Technics Computers Pvt. Ltd, expanded to Officextracts in distribution business (Kaspersky) and evolved into **Dhaka Distributions** (Bitdefender) and from 2018 reformed as a cybersecurity provider. The mission and vision of the company is to stay a leader in cybersecurity business in Bangladesh.

### Key Responsibilities (End Point Product):

- Strategy and develop sales & marketing plan inside Dhaka & outside Dhaka.
- Develop promotional materials and define necessary promotional activities for establishing new products
   Managing product by communications with collaboration with HQ/DEM/Principle
- Participate in the field force training
   Monitoring Digital Marketing.
- Managing the entire product line life cycle from strategic planning to tactical activities
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.
- Driving a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning.
- Developing and implementing sales policies as per client (partner) & end customers requirement.
- Analyzing potential partner relationships for the product.

Summary of Key Responsibilities for Barracuda & Acronis: Proposed and analyze the customer requirement about Barracuda NextGen Firewall, Web Application Firewall or Email Security Gateway and assign partner for sales. Also propose & analyze Customer Backup and recovery requirement about ACRONIS.

### Sr. Executive- IT Infrastructure Product Management

**Express Systems Ltd.** is a renowned IT based company which is working IT Infrastructure, Telecommunication, Security Surveillance, Gadget in Bangladesh. ESL heavily invested in ICT products, accessories, and ICT related services in three separate companies established in 2005.

### Key responsibilities:

- Strategy and develop sales & marketing plan inside Dhaka & outside Dhaka.
- Formulate quarter & annual budget for assigned products
- Develop promotional materials and define necessary promotional activities for establishing new products
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.
- Driving a solution set across development teams (primarily Development/Engineering, and Marketing
   Communications) through market requirements, product contract, and positioning.
- Analyzing potential partner relationships for the product.

### Previous Job:

### Circle Holdings Ltd. Dhaka, Bangladesh.

1<sup>st</sup> January, 2012 To 28<sup>th</sup> February, 2014

### INTERNSHIP

# Kazal Brothers Ltd.

Dhaka, Bangladesh. 5<sup>th</sup> April, 2011 To 31<sup>st</sup> December, 2011

### Previous Job

## J.A.N Associates (CANON)

Dhaka, Bangladesh.

7<sup>th July</sup>, 2009 To 30<sup>th</sup> March, 2011

### **Executive-Brand:**

**Circle Holdings Ltd.** is renowned Real Estate company of Bangladesh and REHAB member. They are working since 2006 with own reputation till now and create own Brand value. I was working as an Executive- Marketing Communication. I have successfully completed 3 REHAB fair and many community branding as per project.

### Key responsibilities:

- Organize different kind of "Event & Activation",
- Lunch new product
- Arrange different promotion activities
- Press release of new product & event.
- Business & Product development,
- Develop and explore the relation with multilevel clients,
- Coordinate with sales team & Make sure after sales service
- Communication with multilevel customers through effective channel & Make a breeze between client and company

### HR Activities & Management Performance System:

**Kazal Brothers Ltd. (Anupam Publications)** is a leading publications house in Bangladesh and doing business from 43 years of Research & Develop of educational books. Mostly published 'Text Book' for govt. tender and also published different kind of quide book for J.S.C., S.S.C., H.S.C. & B.C.S.

I have completed internship from Kazal Brothers Ltd. on "HR Activities & Management Performance System".

### **Executive-Brand:**

Canon Inc. is associating with "J.A.N Associate" in Bangladesh and marketing Canon Camera, Printer, Printer accessories, Scanner, projector etc. And I joined their as an "Executive-Marketing & Brand Communications".

### Key responsibilities:

- Advertisement & Media Communications.
- Organize different kind of "Event & Activation",
- Lunch new product
- Arrange different promotion activities
- Press release of new product & event.
- Develop and explore relation with multilevel clients,
- Coordinate with sales team & Make sure after sales service
- Make a breeze between client and company
- Communication with multilevel customers through effective channel.

# <u>Previous</u> Job

BRAC-AARONG Dhaka, Bangladesh.

1<sup>ST</sup> January, 2006 To 30<sup>th</sup> June, 2009



Professional Certification Course **AARONG** is the first marketing project of **BRAC** and one of the renown & largest chain Fashion & Boutique shop that provide totally Bangladeshi brand through it 18 outlets around Bangladesh. I have worked **BRAC-AARONG** as Customer Relation Associates at Dhanmondi Outlet.

### **Key responsibilities:**

- Provide Customer Service & ensure Customer satisfaction.
- Keeping Customers Information & communicate with customer as per policy.
- Day to day update customer information as CRM project for Membership & Reward Card.
- Conduct different Marketing research (outlet base) and provide report to core marketing team of head office.
- Conduct & Supervised outlet based Visual Merchandising (Outlet Based Branding).

#### 01.

Successfully completed Digital Marketing Course from BASIS Institute of Technology & Management (BITM), under supervision of "BASIS - Skills for Employment Investment Program" (SEIP).

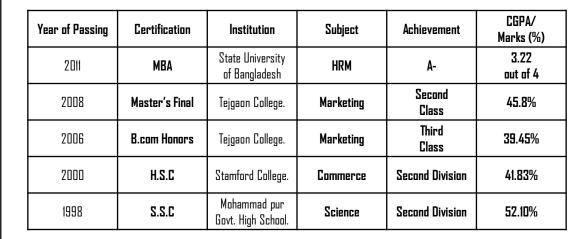
The marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media. It includes Social Media Marketing, Social Media Optimization (SMO), Display Advertising, Pay Per Click (PPC), Search Engine Marketing (SEM), Email Marketing of Digital Media.

### Digital marketing core objectives are:

- Creating a Brand Identity and Positive
- Brand Association
   Brand awareness
- Local presence Increasing Sells
- Website Traffic ■ Conversions
- Communication and interaction with key Audiences

### Units of Competencies of Digital Marketing are:

- Introduction to Social Media Planning for Developing Goals to achieve success on Social Media Platform
- Facebook Marketing Facebook Analytic Twitter
  Marketing Google Plus Marketing YouTube Marketing •
  Email Marketing Google Analytic Facebook Analytic •
  LinkedIn Marketing Digital Marketing Management Tools.
  For example: Hootsuite, IFTTT, Buffer etc.
- **O2.** Successfully completed Six (O6) Months professional course **Marketing Competencies for Manager** (MCFM). Conducted By MDP, IBA, Dhaka University.
- O3. Successfully completed Two (2) days workshop on ISO 9001:2008 Internal Auditor Quality Management Systems Training Programme. Conducted by TQCSI (Bangladesh). Certificate No. # IAT/QMS/SB/0069. www.tqcsi.com
- **04.** Participated Two (2) days' workshop on "Brand Development" in J.A.N Associates (Canon) head office conducted by Marketing Chief of "Canon Singapore Corp."





#### **Product Certifications:**

Bitdefender: Bitdefender Certified Solution Professional.

**ESET:** ESET Certified Solution Professional.

ACRONIS: Acronis Backup and Disaster Recovery Solutions Professional.

### Special Skills:

Highly skilled in building teamwork and excellent learning capability of new things in short time.

### **Technical Expertise:**

MS. Office (MS Word, Power point, MS Excel), Internet Browsing, Operating system (98/XP/Vista/Windows 7,10), Adobe Photoshop (Basic).

#### Language Expertise:

Fluent in speaking and writing both English and Bengali.

### Capability:

Willing to learn new skills ability to adapt to new challenges and take proactive decisions, strong interpersonal communication skills. And also able to work under any pressure.

#### Hobbies & Interest:

Travel, Photography, Reading, Listen Music & Movie etc.

Name : Kazi Sarwar Hossain Sagar

Father's Name : Kazi Abu Hossain

Mother's Name : Razia Khanam

Present Address : 145/Ga, South Pirerbag, Mirpur, Dhaka-1216.

Permanent Address : 145/Ga, South Pirerbag, Mirpur, Dhaka-1216.

Date of Birth : 10th April, 1982

Place of Birth : Dhaka, Bangladesh

Nationality : Bangladeshi by Born.

Smart NID No. : 325 920 9595

Religion : Muslim (Sunni)

Contact No. (Official-Cell) : +88 01705 405 998

Contact No. (Personal-Cell) : +88 01711 488 097

Marital Status : Married



