

MUHAMMAD RAKIBUL HOSSAIN CHOWDHURY

Enterprise Sales Manager at Route Mobile Limited

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Gulshan, Dhaka -1212, Bangladesh

**Career Objective**

An MBA graduate from North South University, result-driven professional with proven business development and management experience. Accomplished in determining most optimal operational practices, involved in new business development opportunities and achieving objectives and ensuring smooth operations.

Experience

Route Mobile (Bangladesh) Limited
Enterprise Sales Manager

July 2019 - Current

Overall:

- Connected all Bangladeshi MNO's and 3 IPTSP's with Route Mobile platform
- Added few partners in RML platform providing revenue worth of BDT 4 million monthly
- Introduced WhatsApp and Viber push and Chatbot with 5 banks, 3 of them will live by end of this month
- Onboarded enterprise and reseller clients for SMS service, SMS usage growing staggering 29% each month

Regular:**Strategic:**

- Identifying and reaching potential clients to offer Route Mobile & RouteVoice products.
- Monitoring existing client needs and opportunities to appropriately cross-sell products.
- Maintaining & developing relationships with potential leads and clients.
- Staying current with changes and developments in the communications industry. This includes gathering competitive information on products and services, and sharing this information with the product development, marketing, customer service, and executive teams.
- Managing complex contract negotiations and work with legal counsel as required.
- Assisting with marketing strategy and sales support.
- Continually evaluating business processes and recommending improvements.
- Participating in revenue budget forecasting and ongoing budget variance reporting.

Operational:

- Contacting potential leads to introduce RML's Products and Services.
- Regularly keeping in contact with existing clients to keep up to date and poll them for new opportunities.
- Replying to demands or questions from clients in a timely manner to ensure healthy impact on both sides.
- Monitoring daily/weekly/yearly traffic of existing clients for positive/negative warning signals.
- Coordinating with finance on receipt of purchase to ensure setup and implementation of solutions.
- Providing escalation support to clients virtually or on premises

Financial:

- Revenue generation through the sale of products and services that are offered by RML
- In conjunction with line Manager, provide Annual Sales Projections
- Ensure healthy revenues & payment cycles are maintained by customers

**Systems Solutions & Development Technologies Ltd. (SSD-TECH)
Specialist, New Business & Co-creation**

Nov 2016- Jul 2019

- Initiated ideas and closely worked for a digital flagship product of SSD-Tech, Boomcast - a complete voice broadcasting, text messaging and IVR solution service platform. Revenue for Boomcast was growing astonishing 18% per month.
- Introduced and implemented Boomcast SMB and Resellership model and successfully on-boarded 25 reseller - providing 17% of total revenue for our Team.
- Working closely in implementing digital data gifting service for the first time in Bangladesh for corporate clients and already on-boarded 4 big names in our portfolio.
- Successfully managed BDT 3 - 4 million/month budget projects and successfully achieving project schedule goal.
- Introduced and implemented at least 25 IVR digital solution service for specific customers whose market value BDT 15M+.
- Ensuring that new clients will grow into a loyal customer base, churn rate drops to almost zero.
- Reviewing constantly the customer feedback and then suggesting ways to improve the processes and customer service levels which constantly increasing the satisfaction level rate remarkably.

**BRAC Bank Limited
Branch Sales & Service Officer, Retail Banking**

Oct 2014- Jul 2015

- Surveying market to explore business opportunity and continuously increase customer base.
- Actively identifying potential customers in order to introduce integrated services packages and other general banking products
- Planning and analyzing the needs and priorities of the customers in order to ensure superior customer services management prior to their demands.
- Established BDT 5 million worth of business in a short span and ensured new clients to grow into a loyal customer base

Training on Banking Foundation Course at BRAC Bank HQ

Covering overview on Banking services, products and services, SME asset product features, alternate banking, principles of lending, operating risk management- fraud and forgery, prevention of Anti-Money Laundering (AML) and delightful guest experience.

Academic Project Work

- 3-month Internship on Investment Policy & Practices of an Islami Bank at Shahjalal Islami Bank Limited. (Year - 2014)
- A financial statement analysis of DESCO for last five years under Pro. Dr. H. M. Mossarof Hossain in North South University. (Year - 2015)
- A corporate analytical term paper and an archive on HRM of Marks & Spencer, Selfridges, Primark and Sainsbury under Pro. Dr. M. Mahmudul Hasan in North South University. (Year-2016)

Educational Qualification

Master of Business Administration (MBA)

Major in Finance

CGPA - 3.21 out of 4, Year of passing - 2017

North South University (NSU)

Bachelor of Business Administration (BBA)

Major in Finance, CGPA – 3.40 out of 4

Chittagong Cantonment Public College

National University

Higher Secondary Certificate (Business Studies)

Govt. College of Commerce, Chittagong

GPA – 4.30 out of 5

Secondary School Certificate (Science)

Govt. Muslim High School, Chittagong

GPA – 4.25 out of 5

Expertise: Project Management, Time Management, Negotiation, Team Work, Verbal & Written Communication, Critical Thinking, Digital Marketing, Leadership, Revenue Analysis, Budgeting etc.

Extra-Curricular Activities

- A conscientious member of North South University MBA Club and Finance Club
- Having 5 years of delightful experience of being a home/coaching tutor at the time of study period
- Actively participate at different workshops and seminars at University or outside of University
- Took participation in Debate competition in School and College
- A proud member of Football Champion team for Nazrul House at college in 2012

Reference:

Professional Field

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Educational Field

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