

SIBA-EL-RAZZAK

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CAREER SUMMARY

Result-driven, dynamic leader with advanced skills in sales operations and portfolio of record-breaking sales performance in the national market and relentless in pursuit of excellence in both business and organizational standpoint. More than 13 years within the sales division of progressive experience in **Corporate Sales (B2B), Sales Administration (Sales Operations) & Trade Sales (B2C)** Cement & Furniture sector.

Effective in assembling, training, developing and supervising cross-functional teams. Able to engineer turnarounds for underperforming units and lead start-up operations to fast-track growth. Believes in transparency, commitment, and teamwork.

Core Competencies:

- Extensive knowledge in sales & Sales operations
- Cross Functional Leadership & Direction
- Sales Trainer (BP,DSR (Robi Axiata Ltd. & LH New Joiner)
- Time, Personnel & Resource optimization
- Business Process Analysis & Reengineering
- Customer Relationships & Needs fulfillment
- Account Growth & Retention
- Territory & Market Expansion

Summary of Professional Skills and/or Expertise - KEY COMPETENCE AND EXPERIENCES:

Current Employment:

Organization : Bashundhara Group - Cement Sector
Duration : October 01, 2018 to till now.
Staff under Supervision : 10
Position : **Manager – Corporate Sales (B2B)**
Division : Sales
Trade : Cement

Major Tasks:

- Business plan for key business partners to safe-guard company's long-term sustainability and short-term volume/value achievement.
- Oversee wide ranges of Portfolio of Strategic Key Accounts of Diversified sectors including Bangladesh Army (BMTF & 24 ECB), Real Estate, Industrial Projects and Contractors in Bangladesh.
- Lead and execution of all the planned business development activities by making the best utilization of Sales promotion budget and key stakeholder management budget.
- Critically evaluate that credit worthiness, future outlook, sales potential of the Key Accounts and assess them as per their market potential.
- Establish and manage strong relationships with high level, key decision makers and develop strategic alliance agreements programs that drive incremental business.
- Maintain discipline in all the financial norms & other best practices to achieve Company's business.
- Closely work with Cross functional Team (Logistics, Finance & Marketing) to Ensure smooth business.
- Pro-actively identify new and different business opportunities to increase market share.
- Recruiting, training and developing new sales & marketing teams.
- Ensuring staffs comply with all company policies, process and procedures and addressing any shortfall.

Key Achievements:

- Exceeded annual sales targets in 2019 by minimum 10%.
 - Increase sales in 2019 by 23% compare to 2018.
 - Awarded for “**Best Ex-Shipping Price Achiever**” for key contributor in bottom line for 2019.
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Organization : LafargeHolcim Bangladesh Limited.
Duration : September 18, 2008 to September 18, 2018.
Staff under Supervision : 04
Position : **Deputy Manager – Sales Administration** (Sales Operations)
Division : Sales
Trade : Cement, Clinker & Limestone manufacturer

Major Tasks:

The position reports to the Sales Director & Head of Sales Administrator:

- **Lead Sales Order Management:** Sales Requisition, Customer Payment Management (CPM), Credit Limit/Payment validity, &, Invoice Generation.
- **Customer Master Management:** Customer Master File Administration Control & Adjustment made to the Customer Accounts are properly communicated for satisfaction of the customer.
- **Customer Complain Management:** Coordinate with Technical Support Team and adjustment made to the Customer Account by issuing Credit/Debit Note against Customer Complain with / without Inventory and Shipment related to Product and Service.
- **Sales Target Allocation:** Sales target allocation (Based on previous performance and opportunity) and lifting plan communication (Day wise), monitoring (Current performance) with regional sales team to achieve budgeted target of organization.
- **Daily Sales Reporting & Rebate Management:**
 - **Daily Sales Reporting:** Daily sales reporting to the management.
 - **Rebate Management:** Rebate Analysis & Approval Process & Generation in system, Manual Retailer Performance Rebate.
- **Sales Forces Performance Reporting & Incentives:** Performance analysis reporting for optimization /best usage of resources like, target vs achievements based on personal (RSM/ASM/TSM/TSE/SPO), zone, area wise which includes both primary & secondary sales.
- **Monthly Sales Reporting & Reconciliation:** Sales volume & price reconciliation with AR & GL (for Revenue recognition and assists for AR reconciliation process)
- **In-charge of Sales Administration SAP-SD Module:**
 - **ERP- SAP Sales Module Application:** Role play as sales system administrator (sales related IT problem solving, improvement and development)
 - **Pricing Management in the system:** Implementation of approved price list in **SAP**.
- **Business Development:**
 - Identifications of business improvement area & analyze current vs best case of business to increase profitability & optimization of cost.
 - Efficient management of strict working capital, identification of customers ground reality in case of business finance & money formulation to do the business.
- **Price Performance Reporting:**
 - Monthly Ex-shipping price, Freight cost & a comparative analysis of Actual Vs Budget scenario.
 - Weekly Brand wise market wise detail retail price reporting & analysis for understanding of market price situation.
- **Customer Sales Ledger Management (CSL):** Monthly circulate “Customer Sales Ledger Report” (CSL) for detailed customer account statement in **SAP** (ERP).
- **Dispatch Operation & Stock Management :**
 - **Dispatch Operation:** Co-ordinate with sales team to ensure un-interrupted dispatch for on time delivery & arrangement of transport & Dispatch – through WDS (Physical stock).
 - **Stock Management:** Maintaining FIFO strictly & stock aging, ensure consignment (OT) receiving.

Key Achievements:

LH Customer Ordering Portal:

A central platform to collect / process orders, visibility on Customer A/C / order status, minimize O2D cycle & Minimize manual intervention.

- A web & mobile app based portal for distributors to place orders
- Customer A/C visibility at the time of order placing
- Unify order placing process and enable service level monitoring
- SAP integration to minimize manual intervention
- Provide Order Status visibility to customers as well as sales persons
- Platform to ensure "Proof of Delivery", OTIF tracking.
- Customer complain log

SAP Implementation:

LafargeHolcim worldwide switch JDE (ERP) to SAP, I am the member of SAP implementation team for SD Module.

Gmail Implemented:

Lafarge worldwide switch Lotus to Gmail, I am one of the key trainer in Bangladesh business unit.

Customers' Payment Management System:

This is a desktop based application to keep track of all the cheques (Post Dated and Current Dated) received from the customers.

Sales Mobile Reporting:

This is a mobile based application to request for sales through the mobile phone. Also, daily dispatch and sales volume can be obtain from the system using SMS.

Sales order: Change sales ordering process manual to web based which reduce creating order time, visibility on Customer A/C / order status, minimize O2D cycle & Minimize manual intervention. Yearly saving 10-12 lac.

Training with New Joiner (Sales)

- Overview of Sales & Finance:
- Departmental Organogram
- Different Activities & Process of the department
- Cross functional activities of the department
- Connection with inductee's department
- Connection with inductee's job
- Communication of Relevant Policies
- Focus/Goals for the year

Trainer: One of the largest Telecom Company in Bangladesh "Robi Axiata Ltd". As a Sales Trainer BP (Brand Promoter) & DSR (Distributors Sales Representative) under "Search Light" in 2015.

Organization	: Otobi Limited.
Duration	: September 12, 2006 to September 15, 2008.
Staff under Supervision	: 08
Position	: Officer Sales, Dealer Operations.
Division	: Sales Division
Trade	: Furniture manufacture

Major Tasks:

- Plan, organize, establish and enhance retail network/coverage to achieve annual/monthly targets in value & volume;
- Involve actively in the field supervision of company and distributor field forces for primary and secondary sales monitoring including review, selection of distributors
- Support successful execution of core work (delivery, availability, merchandising and DF (Deep Freeze) injection & utilization and market intelligence)
- Understand and evaluate distributor's ROI and advise according to the company policy/guideline
- Motivating, organizing and encouraging teamwork within the workforce to ensure set productivity targets are met.
- Lead a team of highly motivated sale personnel. Take decision and achieve results in a competitive market.
- Motivate and train the sales & marketing team to sell & promote the product.
- Analyze sales trends, preparing market plan and yearly sales forecast.
- Co-ordinate with the sales team for timely submission of sales plan/forecast/requisite reports & consolidating it at National level.
- Field force (all over the Bangladesh) Target vs Achievement and payment management.

Computer Skill

Operating System : MS Windows
Application Software : MS Office 2003 & MS Office 2007, MS Power
ERP System : SAP (SD), JDE, RWDS

Academic Profile

- **2006** : Masters of Business Administration (MBA)
Major Finance
Asian University of Bangladesh, Dhaka.
- **2004** : Bachelor of Business Administration (BBA)
Asian University of Bangladesh, Dhaka.
- **1999** : Higher Secondary Certificate (HSC), Science Group
Rajshahi Court College, Rajshahi Board, Rajshahi
- **1997** : Secondary School Certificate (SSC), Science Group
River View High School, Rajshahi Board, Rajshahi.

Personal Details

Father's Name : Professor Mohammad Habibullah
Mother's Name : Hazera Khatun

Present Address : C/O Masud Kabir,
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Mohammadpur,
Permanent Address : Vill: Baghail (EPZ More),
P.O: Pakshi, P.S: Ishwardi, Dist: Pabna

Date of Birth : 25th October 1982.
Nationality : Bangladeshi
Marital Status : Married

References

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Chairman of GSK Bangladesh

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Md. Mizanur Rahman Shahin

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