

Abdullah – Al – Mahmud
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Career Summary:

- Working with Prefeex Ltd. as **Lead-Partner acquisition**, a newly launched E-commerce startup, engaged with app base various reservation & service delivery
- Worked for a tracking service & solution company named M2M Communications as **head of indirect sales**, pioneer in this field last more than a decade with various & unique VTS solutions.
- Worked in an E-commerce organization named **Shohoz Limited** as **Sr. Manager-Sales** where the core business is online transport ticketing service which we digitization of our daily life.
- Worked as **Sr. Manager, Dealer & Distribution** in Banglalion Communications Ltd., One of the fastest growing Wi-Max service providers in the country from inception.

Work Experience:

Nov 2019 – Continue

Prefeex Ltd., Lead-Partner acquisition

Major Responsibility:

1. Manage the partner acquisition program for an E-commerce startup (an app based service), which is developed considering different types of service booking & reservation platform.
2. Coordinate the business policy, commercial aspects for the various reservation services & also manage the service with the help of vendor/partner & market player.
3. Develop the plan to find scope of opportunity and adopt the new services that will help to enrich our E-commerce platform along with market demands.

Feb 2018 – Oct 2019

M2M Communications, Head of Retail sales – Sales & Marketing

Major Responsibility:

1. Manage the dealer network by dividing the total market in various segment, mostly different types of showroom & category wise vehicle related shop/market.
2. Monitor the daily sales activities by the team member also closely follow-up with the support team for installation & service delivery activities
3. Promotional campaign design and deployment, monitor digital marketing activities, social media & related customer feedback, field base awareness activities, selection and execution of various digital promotional activities like SMS, E-Mail & Face book marketing.
4. Analysis of competitor marketing activities/feedback, prepare action plan with management approval and next level of execution.
5. Plan & execution of regional market expansion as well selection of partner in different major cities beside dhaka.

Mar 2016 – Oct 2017

SHOHOJ Ltd., Sr. Manager – Sales & Marketing

Major Responsibility:

1. Manage the sales (Digitization service) for bus operator which is the core and prime focus of this E-Commerce business.
2. Monitor digital marketing activities, social media & related customer feedback platform, and response.
3. Promotional campaign design and deployment, field base awareness activities, selection and execution of marketing agencies for various promotional activities.
4. Analysis of competitor marketing activities/feedback, prepare action plan with management response and execution.
5. Plan the monthly/quarterly BTL marketing plan, budget preparation with management approval and closely monitor the execution part to make the plan successful.

Sep 2015 – Mar 2016

Banglalion Communications Ltd., (RSM-Rajshahi) Sr. Manager, Dealer & Distribution

Major Responsibility:

4. Responsible for **Rajshahi regional sales** activities along with customer care including Rangpur and Bogra territory.
5. Manage the dealer, retailer and corporate sales segment of the region.
6. Regular follow-up the BTS wise user status, area base revenue and took campaign initiative to increase the revenue/recharge.

Jan 2012 – Aug 2015

Banglalion Communications Ltd., (RSM-Dhaka) Sr. Manager, Dealer & Distribution

Major Responsibility:

1. Responsible for **dealer & distribution management-Dhaka**, follow up the distribution channel where a large number of sales come from this specific segment, mostly **84% of the total daily national sales**.
2. Manage a distribution sales team where 30 members engage as a territory officer in the market.
3. Routine visit the dealer point, deliver guidelines to dealer & field officer to ensure optimum outcomes in respect of sales also engage in the venture for new dealer commissioning.
4. Design competitive **commission structure for distribution market** and ensure effective delivery of different part of that commission to the dealer.
5. Effective planning for **product distribution & market development** which increase the overall revenue of the company.
6. Planning and execution of new **Product/package launching**, supervise promotion and evaluation for target achievement.
7. Provide planning to Sales Officer/Dealer and ensure market-oriented lifting & **ensure maximum availability of product** in customer door step.

Feb 2010 – Dec 2011**Banglalion Communications Ltd., Manager, Dealer & Distribution**

Major Responsibility:

1. Develop the distribution sales team with 10 members when the company just started its journey for **Wi-Max deployment in the year 2010**.
2. Manage the dealer, retailer channel & make them effective in terms of **sales acquisition & revenue earnings**.
3. Plan & Coordinate the **product distribution & availability** for mass marketing.
4. Took part in the product & package launching program and ensure effective marketing campaign for best outcome.
5. Manage the new deployment of service & appoint the dealer/retailer in the division & district level when Wi-Max was moving faster to spread the service.

Jan 2008 – Feb 2010**BracNet, Assistant Manager, Sales & Marketing**

Major Responsibility:

1. Worked as project manager for the new project name **bdbroadband** where more than 15K MAC were connected with us.
2. Plan & design new network **coverage area & implement** the project for that area.
3. New acquisition of LAP (Local area service provider) client where maximum focus was individual home user instead of volume user.
4. Coordinate and keep update the divisional manager about the status of new user connectivity, service status, total BW consumption and other related issue where the QoS matters.
5. Plan for new **package, product & services** & work for implementation with professional manner.
6. Follow up some indoor activities related with project, like automated client software, Billing issue & Customer Retention program etc.

May 2006 – Dec 2007**BracNet, Sr. Specialist (Customer Care)**

Major Responsibility:

1. Responsible for **customer care department** as a team leader, maintain smooth & uninterrupted day to day activities of customer care department.
2. Monitoring online connectivity of different types of radio client's where private bank holds a major part of online connectivity.
3. Maintain the **professional call center software**, which helps to monitor the ongoing customer phone call as well as follow up the call center agent for their best service.
4. Develop the crashed **prepaid dial-up service** project after rearranging this new service.
5. Manage **technical co-ordination cell** which helps to ensure the smooth operation between various departments.

Personnel:

I have strong inter-personal and communication skills, experience in writing reports and proposals, training and making presentations, working closely with management on various issues. I effectively reschedule tasks in response to changing priorities and stable in stressed situation also self-directed and enjoy planning, problem solving, quality service delivery etc.

Education:**September 2004 – April 2006**

Master's in Business Administration,(MBA)
Asian University of Bangladesh, Dhaka.

October 2002 – July 2004

B.S.S. (Pass)
Gov. Titumir College, Dhaka.

July 1999 – June 2000

Diploma in Computer Programming & Information Technology.
BRAC Information Technology Institute (BITI), Dhaka, Bangladesh.

January 1996- December 1998.

Diploma in civil engineering,
Dhaka polytechnic Institute Tejgaon Dhaka.

April 1995

Secondary School Certificate
Nau-Bahini high school, Chittagong.

Personal Details:

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Marital Status	:	Married.
Nationality	:	Bangladeshi.

References:**Mahmudur Rahman Khan**

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Shawkat Hossain

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Mahmud
Abdullah Al Mahmud