

Hasibul Islam

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**Career Objective**

Determined to work for an organization where responsibility and commitment are required, where dignity of works provides job satisfaction and place of work provides potential avenues for learning, growing & developing to achieve the level of hierarchy

**CORE COMPETANCIES**

* Sales/Operation Management
* Distribution/Dealer/Retail Management
* Key accounts management
* Strategic Planning and decision making
* People management
* Inventory Management
* Service Management

**PROFESSIONAL EXPERIENCE**

* More than 6 years’ experience in leading MNC and Local organizations
* Presently associated with **Rahimafrooz Renewable Energy Limited** as **Area Sales Head** at Khulna Area
* Previously associated with **Robi Axiata Ltd** and **Bangladesh Edible Oil Limited** as **Territory Manager**
* Successfully managed business operations as well as achieved year on year growth in business and revenue targets across assignments
* An enterprising leader with proven dexterity in leading and directing personnel toward accomplishment of corporate goal
* Expert in setting up new channels & energizing low performing channels of strategic importance to organization
* Highly organized, committed and decisive leader with exceptional communication and interpersonal skills

**EMPLOYEMENT HISTORY**

**Rahimafrooz Renewable Energy Limited 15th January 2017 – Till Now**

**Area Sales Head – Khulna**

* Managing **52** assigned Dealers in **Khulna Division**
* Managing a team over **30** people where **06** TSO and 06 In Charge Develop competencies and processes required creating an effective and efficient sales organization
* Ensure availability and visibility of product in retail
* Design & implement effective and balanced retailer channel mapping
* Strengthen and convey effective trade relationship to accelerate Retailer channel development
* Convert traders and competitor’s channel partner into Rahimafrooz folder
* Increase numerical distribution reach & ensure growth in market share
* Redesign the RA business in Khulna Area

**Achievement:**

* Best Area in 2018-19 with 17 % Revenue growth and 21 % retail base growth
* Successfully implemented DX (Distribution Expansion) project, by which I ensured proper deliver route plan and reduced delivery cost to 4%
* Successfully lunched Q-leap program by which I have selected low volume potential territory and turned that territory in high volume territory

**Robi Axiata Limited 1st December 2013 to 13th January 2017**

**Territory Manager – Sylhet and Manikgonj Territory**

* Activity monitored of distributors (a team of **42** People) within the assigned territory
* Created channel footprint across the territory from **1700** to **2600** over a fiscal year at **Sylhet Territory**
* Managed systems and compliance of distributors and retailers
* Increased Revenue by **42% (**from **85 lac** to **1.2 crore)** **(2015 – 2016)**
* Analyzed and solved territory operational issues
* Ensured proper customer service from distributors and assigned service desks
* Roll out 27 Service Point
* Looked after territory trade marketing activity(with a team of **7 Trade marketing Executive**)
* Managed Inventory at Distribution point

**Achievement:**

* Successfully implemented **‘Oli Goli Campaign’** and recognized for performance
* Nationally best TM for 2 times based on quarterly performance
* Recognized for **‘Weekly Badshah Campaign’** for Several times within Zone

**Bangladesh Edible Oil Limited 1st December 2012 to 30th November 2013**

* Achieved secondary sales target through Distribution and productivity
* Ensured Coverage, Visibility and merchandising
* Provided Training and coaching for distributor team
* Managed Distributor
* Ensured product quality and customer service
* Executed of trade/customer marketing
* Managed relationship with key customers and wholesalers

**ACADEMIC QUALIFICATION**

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| --- | --- |
| **2011-2012** | **Bachelor of Business Administration**  School of Management & Business Administration,  Khulna University, Khulna  Major: Marketing; Minor: Finance  CGPA: 3.20 on a scale of 4.00 |
| **2005-2006** | **Higher Secondary Certificate**  Govt. M. M. City College, Khulna  GPA: 4.50, Business Studies |
| **2003-2004** | **Secondary School Certificate**  Khulna Zilla School, Khulna  GPA: 5.00, Business Studies |

**SKILLS**

**Computer Literacy**

Operating System − Windows XP, Windows 7, Windows 8

Application − MS office, Adobe Photoshop, and internet applications

**PERSONAL PROFILE**

**Name :** Hasibul Islam

**Father’s Name** **:** Sirajul Islam

**Mother’s Name** **:** Sirina Akter

**Date of Birth** **:** January 07, 1989

**Religion** **:** Islam

**Nationality** **:** Bangladeshi (By Birth)

**Marital Status** **:** Married

**Mailing Address** **:** 215, Tutpara main road, Khulna-9100

**REFERENCES**

**Md Khourshed Alam**

Director – Sales and Marketing

AKIJ Ceramics Limited

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**Shah Mohammod Maksudul Gani**

Head of Business

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