

SUAVSH KUMAR

Sales & Service Lead || Territory Manager || Data Analyst.

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🌐 Suvash Kumar



OBJECTIVE.

To attain a position that will facilitate an accelerated career and helps to create opportunities to contribute my experiences through implementing innovative and creative proficiencies.

SKILLS.

💻 Software Skills

- Microsoft Office 365: Word, Excel, Power Point, One Note, Access, Teams, Power BI, Power Query.
- SQL, Python for Data Analysis, HTML, CSS, Spreadsheet, DMS, OS, Netsuite, Oracle.

🏢 Professional Skills

- Data-Driven Decision Making, Channel & Distribution Management, Key Account Management, Customer Experience Optimization.

👥 Soft Skills

- Team Leadership, Problem Solving, Time Management, Collaboration.

LANGUAGE

- English: Fluent in writing & speaking
- Bangla: Fluent in writing & speaking

PROFESSIONAL EXPERIENCE

National Sales & Service Manager

📅 March 2025 – Present

📍 Banani, Dhaka.

Sheba Platform Ltd.

- Led the end-to-end onboarding process for new distributors across multiple regions.
- Developed and implemented ROI-focused business strategies for partners and service teams.
- Conducted financial and operational analyses to ensure sustainable growth and profitability.
- Designed and deployed scalable sales and service delivery models tailored to diverse market needs.
- Introduced performance-based incentive structures and monitored KPIs for continuous improvement.
- Ensured alignment with company standards, service protocols, and performance expectations.
- Collaborated with cross-functional teams to improve lead conversion, upselling, and customer retention.

Achievements

Designed and executed an in-house operations strategy, driving consistent monthly revenue of **BDT 3 million**.

Territory Manager

 July 2024 – Feb-25

 **Mirpur Territory Dhaka.**

Lipton Teas and Infusion

- Successfully managed and grew sales within the assigned territory, achieving a consistent increase in market share and revenue.
- Developed and maintained strong relationships with key retailers, distributors, and stakeholders to ensure optimal product placement and visibility.
- Conducted regular market analysis to identify trends, opportunities, and competitive activities, adjusting strategies accordingly to maximize sales performance.
- Implemented effective promotional campaigns and merchandising strategies to drive brand awareness and consumer engagement.
- Trained and supervised a team of sales representatives, providing guidance and support to achieve individual and team targets.
- Collaborated with cross-functional teams, including marketing, supply chain, and finance, to ensure seamless execution of business plans and initiatives.

Achievements

Consistently achieved monthly volume targets for four consecutive months (**July–October 2024**). Played a key role in the success of the **Champion Region — Dhaka Central South**. Delivered outstanding **growth: 19.2% in Volume, 28.75% in ECO, and 16.92% in Productive Memos vs. SPLY. Ensured 100% TLP participation, with 81% of outlets achieving program targets.**

National Service Manager

 August 2022 – June-2024

 **Rampura Dhaka.**

Unilever Pureit Bangladesh

- Ensured services for **2M+** consumers with **99%+ CSAT**. Led a team of **300+** professionals. Generated over **6 Crore** monthly revenue through a lean leadership structure.
- I lead **six distinct service Distribution points** within Dhaka, ensuring efficient operations and high-quality service delivery across all locations.
- Ensures branch service department business plan is met monthly.
- Evaluates service department's performance against target goals and standards, taking appropriate corrective action when needed.
- Ensure the achievement of monthly sales targets through effective planning and execution.
- Analyze data to identify areas for improvement and implement corrective actions to enhance sales and service performance.

Achievements

Delivered outstanding growth: **47% in Volume (2910Pcs Premium Devices (Approx 7.27cr Value) vs. 2022.**

 **Service Lead Award 2023.**

Service Manager

 July 2021 – July-2022

 **Rampura Dhaka.**

Unilever Pureit Bangladesh

- Resolved customer complaints promptly and professionally, maintaining high satisfaction levels and driving customer retention.
- Conducted audits on service quality and team performance to uphold company standards, improve efficiency, and optimize productivity.
- Identified and addressed operational challenges within the service team, implementing process

improvements to boost team output and customer experience.

- Analyzed recurring customer issues and department bottlenecks to develop and implement preventive measures, reducing repeat complaints.
- Facilitated onboarding and training for new team members, ensuring seamless integration into company operations and service protocols.
- Led monthly analysis of Hunt Sales targets vs. actual performance, ensuring alignment with business objectives and driving corrective actions where necessary.
- Co-led operations across **six service distribution points in Dhaka**, ensuring efficiency and consistent high-quality service delivery.

Achievements

- 🏆 **Resilient Martial Award 2021.**
 - 🏆 **Special Recognition Award 2022.**
 - 🏆 **CRM Award- 2022.**
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Sales & Service Manager

📅 August 2018 – June-2021

📍 **Central-East Territory.**

Unilever Pureit Bangladesh

- Drove both primary and secondary sales targets across the Central-East Territory through strategic planning and execution.
- Conducted market analysis to identify new sales opportunities, boosting territory growth and expanding customer base.
- Monitored competitor activities to inform territorial marketing strategies and maintain competitive edge.
- Implemented trade programs and localized marketing initiatives to support brand visibility and increase sales conversion.
- Mentored and developed sales team members, resulting in improved sales capabilities and territory coverage.
- Ensured exceptional customer service standards, fostering strong client relationships and loyalty.

Achievements

Delivered **36.9%** volume growth and **32% value growth**, reflecting strong market penetration and effective value-driven strategies.

- 🏆 **National Growth Champion 2019.**
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Sales & Service Coordinator

📅 January 2017 – August-2018

📍 **Feni- Territory.**

Unilever Pureit Bangladesh

- Conducted extensive physical market visits across 18 districts to monitor field activities and identify sales opportunities.
- Developed and implemented effective sales strategies to boost product reach and territory performance.
- Continuously assessed sales performance and provided actionable insights to improve outcomes.
- Maintained strong customer relationships by addressing concerns and ensuring service satisfaction.
- Managed and monitored service team performance to ensure high standards of delivery.
- Prepared detailed service reports using Oracle NetSuite, supporting data-driven decision-making.

Achievements

- 🏆 **Best Coordinator Award-2017.**

INTERNSHIP

Atomic-Energy-Research-Establishment

Product Design, Manufacturing & Distribution.

Completed hands-on training on the end-to-end lifecycle of product development, including design, production, and distribution channels.

EDUCATION

2024, Masters of Professional Marketing,

Academic Tenure 2024- Present

University of Dhaka

Result: *In-Progress*

2021, Bachelor of Science.

Academic Tenure 2017-2021

European University of Bangladesh.

Electrical, Electronics Engineering Technologies.

Result: **3.63/4.00**

2015, Diploma in Engineering.

Academic Tenure 2011-2015

Moulvibazar Polytechnic Institute

Electronics Technologies

Result: **3.15/4.00**

2011, Secondary School Certificate,

Academic Tenure 2009-2011

Kachua High School. Lalpur Natore.

Science Education.

Result: **4.56/5.00**

CERTIFICATIONS

STRENGTHS

- PCB Layout Design
- ICT Android apps Development
- Office Management & Web page
- Data Analytics
- Troubleshooting PC & Pc Accessories

- Hard-working Persuasive
- Experienced Data Analytics
- Data Driven Decision Making Capability

REFERENCE

Name: Borna Dasgupta
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