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**Ehatasham Haider**

**National House Building – Nabaneer**

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| Career  Summary | I am a dynamic and result oriented sales and marketing professional, having 13 years of hands-on experience in Retail Channel Management, Distribution/Partner Management & Corporate/Wholesale Management.  Throughout my career I have worked/managed international/local top Brands/organizations such as Toshiba [Electronics], Group4 Securicor [Security Service], Grameenphone Ltd [Telecommunication], BG TEL Ltd [International Gateway Service Provider], Ranks Telecom Ltd [PSTN Operator] and currently working Fair Distribution Ltd, National distributor of Samsung Mobile devices in Bangladesh.   I am highly specialized in managing sales channels:   |  |  | | --- | --- | | **Retail Channel Management** | ***Branded retails - providing hands-on experience to end consumers to instigate impulse purchase.*** | | **Distribution/Partner Management** | ***Developing Eco-system and driving End-To-End distribution channel management through Distributors and Channel Partners.*** | | **Business-to-Business (B2B)** | ***High Value Account Management - MNC, Large Local Corporates, Government Organizations, Forces, NGOs and Donner Agencies, Embassies and Foreign Missions.*** |   >> My key strengths are:   |  |  |  | | --- | --- | --- | | **Team Leadership** | **Business Development** | **Sales Operation Management** | | **Strategy Development** | **Account Management** | **Relationship Marketing** | | **Campaign Management** | **Customer/Product Life-cycle Mgt.** | **Process Development** | | **Process Improvement** | **Project Management** | **Lean Six Sigma (LSS)** | |
| Professional  Experience | **FAIR DISTRIBUTION LTD (National Distributor of Samsung Mobile)**  **Head of Sales [*Distribution & Branded Retails*] [Apr, 2014 – Present]**  >> Owning the vision to by providing clear leadership & direction to the ND of Samsung Mobile in Bangladesh.  >> Assume end-to-end responsibility for effective distribution, managing retails and Flagship outlets across the country.  >> Drive, monitor and achieve business results on daily, weekly and monthly basis.  >> Responsible for in-depth analysis of products and campaigns, including but not limited to product selection, campaign design, pricing, promotion, channel activities, customer loyalty and retention.  >> Own and drive business critical issues/projects and initiatives throughout all levels of business with impending focus to beef-up market share through building alliance with right partners throughout the Eco-system.  **Responsible for:**  >> Monthly Scheme Plan Design & Execution.  >> Monthly Target setting - Monthly/Quarterly/Yearly.  >> Driving Primary, Secondary and Sell-Out.  >> Ensure Width and Depth of Distribution.  >> Performance review - Sales Team & Channel Partners.  >> Planning, Execution and Evaluation of Consumer & Trade Promotion.  >> Selection, Recruitment and Training of Field-Force.  >> Determining Roles & Responsibility of Field-Force.  >> Stakeholder Management - Principal, Channel Partners, retailers and vendors etc.  **RANKS TELECOM LTD (PSTN Operator)**  **Head of Corporate Connect [*General Manager*] [Nov, 2013 – Apr, 2014]**  >> Providing effective leadership & guidance to the team to be # 1 private PSTN operator in the country. >> Responsible for managing end-to-end business results & portfolio –High Value Key Accounts, Large, Medium and SME. >> Responsible for in-depth analysis of promotion, channel activities, customer loyalty & retention etc. >> Drive critical business issues/projects and initiatives to increase market share, revenue and mind share etc.  >> Develop action plan for account management and client relationship through Sales Team & Channel Partners etc.  **BG TEL LIMITED (International Gateway service provider)**  **Head of Carrier Relations [*Asst. General Manager*] [Dec, 2012 – Nov, 2014]**  >> Responsible for Top-line and Bottom-Line business results of International Gateway Telecom operation.  >> Develop Annual Business Plan, Strategy, Capacity Planning, Reach & Coverage, PR development & management.  >> Formulation and Implementation of Annual Plans along with all other functions by strategy elements  >> Strategy Development for effective Customer Acquisition, Retention, Win Back and Churn Management etc.  >> Develop new Business to enhance revenue growth, Development & Execution at all touch-points and Brand Equity Mgt.  **GRAMEENPHONE LIMITED (MNO/Mobile Operator)**  **Head of Business Market, Business Sales** [***Manager***] **[Nov, 2008 – Nov, 2012]**  >> Manage acquisition, retention & win-back activities of key customers through effective planning.  >> Maintain effective relationship with key Customers to facilitate expanded ARPU & VAS.  >> Coach team mates through different on job & off the job training to develop capacity.  >> Ensure smooth & efficient after sales delivery to customers through aligning stakeholders.  >> Ensure planning & execution of different customer events and activities to achieve business growth.  >> Facilitate re-engineering of the current process & metrics to improve the Turn Around Time (TAT).  >> Undertake market specific special projects i.e., Broad Band, Handset Bundling, Re-connection, Bad Debt Collection etc.  **Group Manager, Business Sales** [***Deputy Manager***] **[Apr, 2007 – Oct, 2008]**    >> Manage acquisition, retention & win-back activities of customers through formulating effective planning.  >> Ensure motivation, cohesiveness & competition within the team through proper target setting & resources allocation.  >> Ensure planning & execution of differentcustomer events and activities to achieve business growth.  >> Facilitate usage of subscriptions and value-added services to counter competition.  >> Ensure smooth & efficient after sales delivery to the Business customers.  **Account Manager, Business Sales** [***Deputy Manager***] **[Sept, 2005 – Apr, 2007]**  >> Manage acquisition, retention & win-back activities of key customers through formulating effective planning.  >> Share product features, demonstration, negotiate and finally close the deal with customers.  >> Rapport building with Key Contact Person and Key Decision Maker of different organizations.  >> Arrange customer interactive events for to build loyalty among customers for long-term business results.  **GROUP 4 SECURICOR BANGLADESH (PVT.) LTD (Security Service)**  **Assistant Manager, Sales & Marketing [Jul, 2003 – Sept, 2005]**  >> Plan to cater target market through effective Relationship Management with existing and potential customers.  >> Maintain and achieve expected growth in quarterly & annual revenue through effective service portfolio management.  >> Coordinate & align the stakeholders within the Company to ensure smooth and efficient service delivery.  >> Administer the Contracts, Memorandum of Understanding & Service Level Agreement (SLA) from time to time.  **RANGS INDUSTRIES LTD (Consumer Electronics)**  **Officer, Sales & Marketing [Jun, 2001 – Jul, 2003]**  >> Prepare and submit sales and collection reports and instruments to reconciliation with accounts time to time.  >> Achieve sales target of Telco & Consumer Electronics through outlets, distributors and retailers.  >> Ensure adequate products and promotional materials at outlets, distributors and retailers points.  >> Attend sales calls, courtesy calls/visits, manage complains and to take rectification measures.  >> Ensure proper distribution, storage, cash reports, refunds, Cheque etc. |
| Educational  Qualifications | |  |  |  |  | | --- | --- | --- | --- | | **Degree/Level** | **Subject** | **Institution** | **Year** | | MBA | Marketing | East West University, Bangladesh | 2005 | | M. Com | Accounting | National University, Bangladesh | 2000 | | B. Com | Accounting | National University, Bangladesh | 1999 | | HSC | Commerce | Tejgoan College, Dhaka, Bangladesh | 1995 | | SSC | Science | BAF Shaheen College, Dhaka, Bangladesh | 1993 | |
| Training  Attended | |  |  |  |  | | --- | --- | --- | --- | | **Training** | **Institution** | **Place** | **Date** | | Lean Six Sigma (LSS) | BMGI | Bangladesh | Feb –Mar,12 | | Telenor Exchange Program | Telenor Pakistan | Pakistan | May–Jun 11 | | Team Leadership Skills | British Council | Bangladesh | 23rd – 24th Jun, 10 | | Profitable Negotiation | TRACK Training Intl. | Bangladesh | 20th – 21st, Oct 09 | | Negotiation Skills | British Council | Bangladesh | 15th - 16th Aug, 07 | | Business Correspondence | British Council | Bangladesh | 20th - 21st Jun, 07 | | Excellence in Account Mgt. | Telenor AS | Singapore | 18th-21st Dec, 06 | | Basic GMS Training for Non-Technical | Grameenphone Ltd | Bangladesh | 16th Dec, 06 | | Internal Customer Service & Time Mgt. | Amplitude Solutions Ltd | Bangladesh | 10th – 13th Dec, 06 | | Developing Basic Selling Skills | TRACK Training Intl. | Bangladesh | 6th – 7th Oct, 04 | |
| Personal Information | |  |  | | --- | --- | | **Father’s Name:** | Khandker Abdur Rob | | **Mother’s Name:** | Late Nahid Sultana | | **Date of Birth:** | 14th Oct, 1978 | | **Place of Birth:** | Dhaka, Bangladesh | | **Religion:** | **Islam (Sunni)** | | **Marital Status:** | **Married** | | **Permanente Address:** | C/O: Khandaker Abdur Rob  Village: Nalchara,  Post Office: Vatra  Police Station: Ramgonj  District: Laxmipur  Bangladesh | |