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**Ehatasham Haider**

**National House Building – Nabaneer**

**Building No. 34, Apartment: A/3,**

**Khiljee Road, Mohammedpur, Dhaka, Bangladesh**

**Mobile:** +88-017-11-506462, **Email:** ehatasham@gmail.com

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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:

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| **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:

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| **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)** |

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| ProfessionalExperience | **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. |
| EducationalQualifications |

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| **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 |

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| Training Attended |

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| **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 |

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| Personal Information |

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| **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 RobVillage: Nalchara, Post Office: VatraPolice Station: RamgonjDistrict: LaxmipurBangladesh |

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