**Curriculum Vitae**



Md. Mamunur Rashid

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**Career Objective:**

Intend to work in a challenging and competitive environment where strong sense of responsibility and commitment requires, where dignity of work provides job satisfaction and the place of work provides potential avenues for learning and growing to achieve top level in the hierarchy of the organization.

**Fields of Experience:**

Distribution Management

Sales

Trade marketing

**Career Summary:**

To be a leader, being very expertise on Sales and Distribution, having 9 years’ experience , applying demonstrating passion to improve the distribution reach and discipline for team ensuring optimal business growth

**B**eing the 1st sales guy from Aktel in greater noakhali, ensured the business growth with 200% mark up. Setup the full distribution with 24 Aktel Touch Points in single hand although I was just a fresh graduate that time. That gave me strong confidence.

**I**n 2009, I was fully involved in the distribution roll out of Aktel for Chittagong Region.
Acted as a shadow Regional Manager during the re launch of Aktel to Robi in 2010 from Jan to Jun.

**2** times National best Area Manager and 4 times regional best Area Manager with a prestigious MD and CEO's reward for guiding principle Champion in Respectful category through online voting by all the employees.

**I**n airtel, business grown double just in 6 months after joining. Set up and shape the distribution in Chittagong South where basic distribution was a big issue.

**I**nvolved in making the route plan, territory demarcation, pos expansion plan and all the basics of distribution discipline. Received best Sales Manager for the very 1st quarter after joining. Received best Sales Manager for highest Customer Growth in Oct'12 to June'13.

**Career Experience:**

**Company Name- Airtel Bangladesh Limited**

**Sales Manager – Chittagong Metro**

**May 2014 to till**

**Company Name- Airtel Bangladesh Limited**

**Sales Manager – Chittagong South**

**October 2012 to April 2014**

**Major Job responsibilities:**

Monitor distributor operations providing support for their day-to-day activities

Prepare respective area’s sales plan and execute

Proper follow up to the TM’s and others

Maintain company rules and regulations and at the same time regulator compliances

Increase number of SSO and LSO to reach DPL and SPL

Assist trade marketing team to ensure Sales certain REI

To ensure that all automation related matters are resolved and are functional properly

Make sure that marketing collateral is available at all locations and displayed properly

Handle all customer / POS / Sub Dealer queries from distributor operations

Visiting POS to further strengthen existing sale channels

Look for new people interested in POS operations and guide them from selection of location to completion and operational of POS

Meet company standards and KPI’s assigned for distributor operations

Identify training needs and conduct trainings in small groups to brief them about any changes in company policies and procedures

Morning clinic with ZBM and TEAM members to discuss important issues and take guidelines for smooth operations

Inter and intra departmental Coordination to resolve the issues coming from distributor operations

Make sure that the outlook and interior at all locations are according to company standards.

**Company Name- Robi Axiata Limited**

**Area Manager – Chittagong Metro**

**July 2009 to September 2012**

**Major Job responsibilities:**

• Follow-up and monitor implementation of area business plan to strengthen distribution improvement of key product.
• Ensure optimum utilization of all company resources and marketing tools(RA) to drive appropriate execution of area plans; (e.g. events, promotions, customer engagement activities etc.)
• Provide on time and sufficient information on stock movement across the territory to help Regional Manager to take decision on open market rate, channel infiltration and other supply related matter.
• Ensure proper guidance and performance, monitoring of all TMR in the territory.
• Ensure continuous flow of new ideas, execute area specific business plan and share the learning with the team members.
• Responsible for other related functional areas upon requirement, etc.

**Company Name- Aktel**

**Teritory Sales Executive – Greater Noakhali**

**July 2007 to June 2009**

**Major Job responsibilities:**

• Ensure product availability
• Manage Trade Marketing activities
•Provide network feedback for network expansion and optimization
• Training to all Field Forces
• Participation in all company events for maximum visibility and retailers loyalty
• Acting as a liaison between distribution and management

**Company Name- Aktel**

**Dealer Management Executive – Greater Noakhali**

**Jan 2006 to June 2007**

**Major Job responsibilities:**

• Manage dealers for optimal utilization of company resources
• Provide one stop services to the dealers for primary lifting and ensure the secondary.
• Ensure product availability through dealers

**Training:**

1. Techniques to become a successful Sales Manager.
2. Effective tools of Merchandising
3. SAP for Sales & Distribution.
4. Advance Selling Techniques by the Head of Sales-Deulac Paint, Srilanka.
5. Manager as a Coach by atiyaasa India in Dhaka
6. Team Sprit by atiyaassa India in Dhaka.
7. eXell Leadership by HR Kites in Brac CDM.

**Professional Strength:**

Strong in quantitative analysis and creative work, able to make quick and effective decisions, innovative, like to play with new ideas. Good interpersonal skills, ability to work under pressure within deadlines. Especially like to work with and through people and meet challenges

**Academic Qualification:**

 **Masters of Business Administration (M.B.A)**

 Independent University, Bangladesh. Major: Marketing.

 CGPA: 3.81 (4-pointscale), 2009(Year of qualification)

**Bachelor of Business Administration (B.B.A)**

 University of Dhaka, Bangladesh, Major: Management Studies

 CGPA: 3.83 (4-pointscale), 2005(Year of qualification)

**Higher Secondary Certificate (H.S.C)**

 Govt. Commerce College, Chittagong, First Division,

 Marks obtained -639 (Commerce), 1998 (Year of Qualification)

**Secondary School Certificate (S.S.C)**

 Port Authority Boys High School, Chittagong

 First Division, Marks obtained-721(Science),

 1996(Year of Qualification)

**Interest:**

Traveling, Reading, Games, Music.

**Personal Information:**

Name: MD.Mamunur Rashid.

Father’s Name: MD.Bazlur Rashid.

Mother’s Name: Suryea Begum.

Present & Permanent Address: Md. Mamunur Rashid

 C/O: A M Shamsher

Road # 6, Apt #4/A

Sanmar Park Avenue

Khulshi Hill

Chittagong

Date of Birth: January 1, 1981

Marital Status: Married.

Religion: Islam.

Nationality: Bangladeshi.

**Referees:**

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|  **M Khourshed Alam**Zonal Business ManagerAirtel Bangladesh, Sylhet.Al Hamara Shopping City8th Floor, ZindabazarSylhet, Bangladeshmkhourshed.alam@airtel.comCell: 01610002880 | **Razaul Islam Shiddiquee.** Zonal Business Manager AirtelBangladesh Limited,North Tower, Uttara.shiddique@bd.airtel.comCell : 01610002664 |

**Certificates:**

I, the undersigned, certify that, to the best of my knowledge and belief, this Resume describes my qualifications and myself, and that any willful mistreatment described herein may lead to my disqualification or dismissal if I got the opportunity.

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**Md. Mamunur Rashid.**