

CORRESPONDENCE:**Riaz Ahmad**

PEACY PARK KHONICA

FLAT NO# 4-A

PLOT# 42, ROAD# 3

BLOCK: A, SECTION: 2

MIRPUR, DHAKA

MOB: +88-01711-562342

Office: +88-01787-651328

E-mail: mohim_ah@yahoo.com

**Career Objective:**

To find a challenging opportunity in today's dynamic environment, which may facilitate in an in-depth application of academic and technical knowledge, where the scope of personal and professional development is opened.

Special Qualification:

Self-motivated and believe in integrity with positive attitude by using sense of humor and creativity, can communicate specific objective and goal with in the team and commitment to fulfill with confidence and inspiration in given time as a team player.

Employment History: 06.

Deputy Manager-***B2B & Channel Sales******Edison Group******Mobile Accessories Department******January 1st, 2019 to Present***

- ❑ The major responsibility are:
 - Maintain JBL & Harman Kardon portfolio Management.
 - Design and implement strategic sales plans and promotions for bulk & retail sales that expands company's corporate customer & retails channel base along with revenue growth.
 - Achieve budgeted sales target by utilizing available resources.
 - Market Intelligence including Competitors' activities, monitoring industry trend, publish report, advise effective ideas etc.
 - Design & plan effective retail campaign to boost up the retail channel
 - Develop Retails channel for respective products.
 - Deliver sales pitches and presentations to clients, highlighting the benefits of a product to influence purchase.
 - Build and create strong and long-term customer relationships with corporate new and old customers.
 - Responsible for corporate customer care, retails business compliance and credit collection successfully and efficiently.
 - Ensure marketing objectives and activities are in line with sales targets Conduct surveys and research to gather information regarding market trends, potential leads, and sales opportunities.
 - Responsible for preparing sales report, expenses report and create realistic sales forecasts on monthly basis.
 - Motivate and guide sales teams to improve performance and achieve set goals.

Employment History: 05.

Assistant Manager-

B2B & Channel Sales

Edison Group

Mobile Accessories Department

January 1st, 2018 to December 31st 2018

- ❑ The major responsibility are:
 - Maintain JBL & Harman Kardon portfolio Management.
 - Design and implement strategic sales plans and promotions for bulk & retail sales that expands company's corporate customer & retails channel base along with revenue growth.
 - Achieve budgeted sales target by utilizing available resources.
 - Market Intelligence including Competitors' activities, monitoring industry trend, publish report, advise effective ideas etc.
 - Design & plan effective retail campaign to boost up the retail channel
 - Develop Retails channel for respective products.
 - Deliver sales pitches and presentations to clients, highlighting the benefits of a product to influence purchase.
 - Build and create strong and long-term customer relationships with corporate new and old customers.
 - Responsible for corporate customer care, retails business compliance and credit collection successfully and efficiently.
 - Ensure marketing objectives and activities are in line with sales targets Conduct surveys and research to gather information regarding market trends, potential leads, and sales opportunities.
 - Responsible for preparing sales report, expenses report and create realistic sales forecasts on monthly basis.
 - Motivate and guide sales teams to improve performance and achieve set goals.

Employment History: 04.

Senior Executive-

Retail Engagement, Edison Group

Mobile Accessories Department

January 1st, 2017 to December 31st 2017

- ❑ The major responsibility are:
 - Develop strategy to increase revenue and Design campaign, schemes, communication for each Loyal Retail Segments. Drill down the actual cost and impacts.
 - Plan and execute retail conference, coordinate with regional team.
 - Retail profitability analysis and shop development program.
 - Manage necessary alignments with Product, Marketing, Dealer Sales and Customer Service for smooth execution of Retail Engagement activities.
 - Provide Outlet specific POSM allocation to Marketing and follow up on time reach at Distribution House.
 - Follow-up execution of campaign and promotion at Classified Outlets of the defined territory.
 - Finalize quarterly target setting parameters in line with organizational business objectives and get it approved by Management.

- Analyze repeat sales, SKU specific placement, Out of Stock, Activation parameters and identify development scopes and update management.
- Identify low performing outlets on monthly basis and develop action plan and share the same to Regional team for execution.

Employment History: 03.

Senior Executive-

Sales & Retail Operation, Edison Group

Mobile Accessories Department

March 1st, 2016 to December 31st 2016

- ❑ The major responsibility are:
 - Manage the day to day flow of sales.
 - Coordinates sales forecasting, planning, and budgeting processes used within the organization.
 - Review and analyze sales data to discover areas needing improvement.
 - Report sales plans and results to management, make recommendations for future objectives.
 - Design and implement company sales strategies, working to ensure profitability and continued revenue growth.
 - Provide input to senior leadership in the development and administration of sales incentive compensation programs.
 - Directs and supports the consistent implementation of company initiatives.
 - Builds peer support and strong internal-company relationships with other key management personnel.

Employment History: 02.

Territory Manager

Sales & Distribution, Sure Cash

December 1st, 2014 to February 29th 2016

- ❑ The major responsibility are:
 - Ensure sales target.
 - Distribution activities monitoring of distributors within the assigned territory.
 - Set Channel footprint across the territory as per plan.
 - Regular market visit and market development.
 - Ensure Branding and visibility.
 - Coordination and monitor distributor staffs daily activities.
 - Handling retail and distributor commission and other queries.
 - Managing systems and compliance's of distributor and retailers.
 - Regular Sales reporting.
 - Analyzing and solving territory operational issues.
 - Ensure proper customer service from distributor and assigned service desks training and development of distributor sales and service force.
 - Market research.

Employment History 01.

Management Trainee

Client Service Department, Grey Advertising Bangladesh Limited

16th March 2012 – 16th, June 2012

- The major responsibility is to manage Clients' Accounts under the supervision of Account Manager. This includes communicating with clients, coordinating among the Clients, preparing Tentative Workflows and necessary financial and managing the Creative Team and delivering the final outcome to the clients.

Award/Recognition

- ❑ Best Reporting Award – 2017
Edison Group

Academic Qualifications

- ❑ **M.B.A (Masters of Business Administration):** Major in **Marketing**, American International University-Bangladesh, Dhaka, CGPA: 3.23 (Fall "2013)
- ❑ **B.B.A (Bachelor of Business Administration):** Major in **Marketing**, American International University-Bangladesh, Dhaka. CGPA: 3.28.(Spring "2012")
- ❑ **H.S.C (Higher Secondary Certificate):** Commerce Group, GPA- 5.00 Year - 2007, Comilla Board, From Al-Amin Academy School & College, Chandpur.
- ❑ **S.S.C (Secondary School Certificate):** Commerce Group, GPA- 4.31 Year - 2005, Comilla Board, From Al-Amin Academy School & College, Chandpur.

Training Summary:

Training 03

- Time & Stress Management
Brac Development Learning Center
Duration: 1 Day, Year: 2016

Training 02

- Self-Leadership, Holistic Thinking & Personal Growth
SAPIEN - Strategy Consulting & Research
Duration: 2 Day, Year: 2016

Training 01

- AWARENESS & SKILLS DEVELOPMENT PROGRAM ROAD SAFETY & DRIVING.
Enroute Management Consulting
Duration: 1 Day, Year: 2014

Extra- Curricular Activities

- I have been awarded for participating in the **FUTURE MARKET PLANNERS** which is held AIUB campus
- I have been awarded for participating in the **POSTER COMPETITION on CONTEMPORARY SOCIAL ISSUES** which is held AIUB campus.
- I was an active former member of AIUB Business Club & AIUB Performance Art Club

Interest

- Reading books and listening, doing to music & traveling.

Computer Literacy

- Operating Systems : Windows 98, Windows 2000, XP, 7 & 8.
- Word Processing : MS-Word'2007
- Spreadsheet Analysis : MS-Excel' 2007
- Visual Presentation : MS-Powerpoint'2007
- Email & Internet : Internet Browsing Applications
- Others : Software Installation, Printing

Language Proficiency

- Bengali : Understand, read, write and speak excellent
- English : Understand, read, write and speak well
- Hindi : Understand and speak well

Personal Information

- Father's Name:** Gias Uddin Patwary
- Mother's Name:** Samsun Nahar
- Marital Status:** Married.
- Spouse Name:** Rumaiya Zamila Nazia
- Date of Birth:** 26th September, 1989

References:

Abul Kalam Azad
Additional General Manager
Mobile Accessories
Edison Group
Dhaka-Bangladesh
Mob: 01755-626902

Md. Nafiz Alam
Deputy General Manager
Strategic Human Resource
Edison Group
Dhaka-Bangladesh
Mob: 01787-651308

Signature:

(RIAZ AHMAD)