

Muhammad Kaiser Hossain

Address: Alim Monzil, H# 09, Block# H, Road# 01, Shahjalal Uposohor, Sylhet Sadar.
Mobile: +8801911691020 Email: md.kaiserhossain@gmail.com
LinkedIn: <https://www.linkedin.com/in/kaiserhossain>



Career Summary

- Demonstrated success in steering top-performing sales teams at Akash Digital TV, JTI, Robi, and Banglalink.
- 13 years of experience in B2C, B2B Sales, Distribution & Retail Planning, Business Operations, Trade Marketing.
- Growth leader in Device Sales (Set-Top Box) and subscription business, driving scalable market penetration.
- Expertise in data analytics, ROI analysis, distributor and dealer management, RTM, and credit management.
- MBA in Marketing with strong proficiency in MS Word, Excel, PowerPoint, ERP systems, and English language.

Career Objective

Accelerate organizational growth through strategic leadership, digital innovation, and building agile, high-impact teams to drive sustainable growth.

Key Skills

- People Management
- Problem-Solving
- Market Expansion
- Stakeholder Collaboration
- Financial Control
- Agility & Negotiation
- Performance Tracking
- Sales & KPI Analysis
- Strategic Planning
- Business Strategy
- Business Communication
- Budgeting & Forecasting
- Campaign Management
- Time & Stress Management.
- Sales Automation

Work Experience

Akash Digital TV | Regional Sales Manager | Sylhet | Apr 2025 – Present



- **Accelerated Device Sales** by driving Long-Term Subscription **from 25% to 86%**, driving **revenue streams**.
- Delivered **700% revenue growth** through strategic STB acquisition campaigns and localized retention initiatives.
- Led Win-Back efforts, **recovering churned** customers and **increasing revenue** (July 25–Jan 2026).
- Optimized **Route-to-Market (RTM)** strategies to expand device availability and growing distributor income by **20%**.
- **Led cross-functional efforts** to synchronize marketing campaigns with sales execution for optimal results.
- Analyze campaign performance in dynamic markets to guide national trade marketing initiatives
- Design and implement corporate (B2B) sales strategies that support and accelerate overall business growth.
- **Lead, mentor, and manage a team** of ASM, ZSMs to achieve optimal business outcomes in the Sylhet region.
- Plan and **set up distributors** in the Sylhet region, considering location, economy, society, and business.
- Identify and capitalize on **new market** opportunities to expand the Company's presence in Market.
- Plan, monitor, and **achieve sales Target** (quarterly, monthly, yearly) at all levels through the regional team.
- Continuously **coach the sales team** (ASM, ZSM) on the job to enhance their skills and competencies.
- Gather **market insights** through various methods and regularly report on competitor activities to management.
- Analyze channel partners' **ROI** and assist Distributors in improving their business for higher returns.

Akash Digital TV | Area Manager | Cumilla - Noakhali | Mar 2021 – Mar 2025



- Awarded **National Star Performer Area Manager** for 2022 in Sales & KPI, ensuring significant revenue growth.
- Developed and executed aggressive regional sales strategies that drove sharp volume growth in **device sales**, while **ensuring primary sales** to maintain optimal floor stock levels.
- **Expanded retail Expansion by 170%** within two years, boosting touchpoints for device sales.
- Prepared accurate and timely **sales analyses** and reports as required, which significantly influenced strategic decision-making and helped optimize **sales strategies**.
- Led a team of **8 Territory Sales Officers** to surpass monthly, quarterly, and annual sales targets.
- **Launched** the Akash HD STB (Set-Top Box) and Akash GO Apps, achieving full market **visibility** ahead of schedule
- Managed distributor ROI and introduced **performance tracking systems** to enhance profitability.
- **Organized and managed** trade events to **drive sales** and maintained strong **relationships with trade partners**.
- Developing regional **activation plans** and execution strategies to optimize **direct-to-consumer interventions**.

Japan Tobacco International (JTI) | Area Manager | Dinajpur | Oct 2019 – Sep 2020



- Directed a team of **575** (10 TSE, 43 OI, 348 DSRs) across 4 districts, serving a retail network of over **40,000**.
- Recognized as **ASM of the Quarter** in Q2 2020, reflecting a commitment to excellence and ethical conduct.
- Drove **market share growth by 6%** in H1 20 vs. H1 19 and **14% sales growth through strategic initiatives** for Navy Brand.
- Recognized as the **Champion of Retail Credit** Management for optimizing credit processes and ensuring **efficient financial operations**.
- Implemented the **RTM Project at 20 sales offices** in Dinajpur Area, reducing operational **costs by 15%**
- **Launched new tobacco brands**, recruited Brand Ambassadors, and enhanced BTL visibility.
- Develop a coverage plan for the sales area and outlets **to achieve coverage targets**.
- Ensure the **implementation** of distributor/Depot and outlet **stock ratios to prevent expiry and damage**.
- **Ensure** the replacement of damaged products following **the Trade Return Policy**.
- Planned and implemented Trade Marketing and **Route-to-Market (RTM)** activities.

JT International | Distributor Development & Compliance Manager | Khulna-Barisal | Feb 19 - Sep 19



- Implemented **RTM Project (Quick WIN)** in Khulna & Barisal Region, **reducing expenses by 18%**.
- Successfully conducted **four ROI workshops** in the Khulna and Barisal regions for Area Managers, Territory Managers, and Distributor Managers, helping to reduce operational costs and improve **business efficiency**.
- Managed **recruitment, ROI, investment, sales, credit risk, and activities for distributors** and dealers.
- Support the Distributor to align with the **transformation** from **DTI to JTI** way of Business.
- Build Strong **distributor & Dealer Pull**, Recommend **appointment** and termination of distributors.
- **Stakeholder management** (Local authorities and Government).
- Plan & Execute Administrative plans and **distribution expansion**.
- Ensure that **distributors/Depots** in their area maintain the specified average **stock cover ratio**, have adequate storage space, and that the storage conditions are **maintained as per company guidelines**
- Ensure that all **distributors/Depots** have the required **Redistribution infrastructure**:
- Advice and assist **distributors/Depots** on recruitment, **training**, and **evaluation** of SR/DSRs, and Supervisors.
- Ensure **optimal structuring** or sizing of the distributor/depot **sales force**.
- Ensure Company policy and **warehouse management** at the distribution house.

Robi Axiata Limited | Sales Manager | Dinajpur | Nov 2017 – Jan 2019



- Achieved significant revenue growth, including a **25% sales growth** and **45% data revenue growth** in 2018 vs. 17.
- Recognized as **Best Regional Employee** of the Month in February 2018.
- Expanded distribution channels significantly, earning the title of "**Revolutionary Hero**" for outstanding achievements in market development.
- Planned and **achieved** new mass market **acquisitions** through distribution. Ensured product **coverage, availability, and visibility**.
- Effectively **onboard partners** (distributors and key retailers) to ensure they understand the company's products, services, policies, and expectations.
- **Attain Area Sales Target (RV & SIM)** by ensuring proper distribution of products and implementation of retail channel activities.
- Led **trade marketing and third-party project** teams. Provided training and **coaching** for the distributor team.

Japan Tobacco International (JTI) | Territory Manager | Gulshan | Jan 2016 – Sep 2017



- **Increased product availability by 20%** through the launch of the Winston Hawker Program.
- Developed the "Market Developer" concept nationally, achieving **15% sales growth**.
- Led the **development of national trade programs**, including the "**Sweet Smoke**" initiative, which resulted in substantial sales growth.
- Piloted the Drishti **Sales Automation project**, improving sales process efficiency and tracking.
- **Achieving secondary sales** targets through distribution and productivity.
- Increased **numeric coverage** with a special focus on **Pareto** outlets, visibility, and merchandising.
- Conducted **training and coaching** for the distributor team and **Brand promoters**.
- **Managed** distributors and **Depots Stock, Credit, and Manpower recruitment**.

- Executed **trade marketing** activities, including **merchandising, free sampling, and consumer engagement**.
- **Identified** and expanded **business opportunities** through effective channel and retail strategies.
- **Organized** retailer and **end-user engagement** programs to build strong **relationships and loyalty**.
- Collected and **analyzed market data**, including competitor activities, to **develop proactive strategies**.

Banglalink Digital Communications | Careline Officer | Apr 2013 – Jun 2015



- Successfully managed the **entire call center operations** for Banglalink during night shifts, ensuring seamless coordination across all **cross-functional departments**.
- Led a **team of 10** using a collaborative leadership style, and closely **monitored their performance**.
- Supervised daily operations and **ensured high standards of customer service**.
- Improved team efficiency by **acting as a solution provider** and resolving agent queries swiftly.
- **Analyzed call center** data and prepared reports for upper management
- **Floor Supervision** support, Presentation of Monthly Team performance.
- **Trained** for new products and services.
- **Coach staff** through challenging customer service issues and handle escalated complaints.
- Ensured compliance with **data protection** rules and other legal regulations.

Education

Master of Business Administration – 2015

American International University Bangladesh (AIUB), Dhaka. **Marketing; CGPA: 3.30**

Bachelor of Business Administration - 2012

University of Information Technology & Sciences (UITS), Dhaka. **Marketing & Finance; CGPA: 3.64**

Higher Secondary School Certificate (HSC) - 2005

Rajshahi Government City College, Rajshahi. **Business Studies; CGPA: 3.90**

Secondary School Certificate (SSC) - 2003

Bangladesh Railway Gov't Nazimuddin High School, Ishwardi. **Science; CGPA: 3.06**

Training and Workshop

- License to Sell by ACL (JTI), 2017
- Information Security Awareness by Robi, 2018
- Business Leadership by JTI, 2020
- Time & Stress Management Training by JTI, 2020

Extra-curricular Activities

- Cub Scout, Bangladesh Scouts; 2002
- National Cadet, Bangladesh National Cadet Corps (BNCC); 2004

Personal information

- National ID: 4628832737
- DOB: 10 June 1987

References

M. A. Hanif

Akash Digital TV

Head of Sales and Distribution

01768202020

Md Bokhari Azad

ACI Premio Plastics

Head of Sales

01712355320