

MD KAISER HOSSAIN

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CAREER OBJECTIVE

For me it's about excellence, doing thing to the best of my ability and taking them to the limits that no one else has gone to before. I would always prepare myself for contributing to the progress of the company.

CAREER SUMMARY

Experience in the Sales & Distribution, Business Operations, Route to Market, Front & Back end sales automation, Channel & Trade Marketing, Sales training & Capability development. A Sales leader focused on team development and delivering sustainable Business growth for JTI, Robi and Banglalink during service period.

- E X P E R I E N C E -

Japan Tobacco International (JTI), Area Sales Manager

Khulna & Dinajpur Area, February 2019 – September 2020, Reports to Regional Sales manager

- Ensured sustainable business, yearly revenue 1,800 Million BDT.
- Lead and coach 575 teammates to run smooth Business Operations. 10 Territory Sales Officers, 43 Supervisors and 348 DSR across 4 Districts to serve 40000+ Retail universe.
- Target Setting, target catch-up plans and forecasting yearly sales plan.
- Distributor & Dealer Management (Recruitment, ROI, Investment, SCR, Monthly Activity).
- Training design for field force and coach teammates to develop Capability.
- Plan and implement Trade Marketing and RTM Activities.

IMPACT & RESULTS

- Recognized for superior performance as “ASM of the Quarter” honoree in Q2 2020.
- Gain Market Share in Assign Area in Q2 2020, worth 30 Million BDT.
- Successfully Completed RTM Project in 20 Sales offices which reduced 15% operational costs.
- Recognized as Champion of Retail Credit management.
- Successfully onboard new Distributor in Khulna
- Implemented RMT Project (Quick WIN) in Khulna, which reduced 18% operational expenses.
- Successfully conducted ROI workshop with proper implantation.


Robi Axiata Limited, Area Sales Manager

Dinajpur Area, November 2017 – January 2019, Reports to Regional Sales manager

- Attain Area Sales Target (RV & SIM) by ensuring proper distribution of products and implementation of retail channel activities.
- Develop right distribution set-up to optimize availability of products in the area.
- Arrange & Execute Trade marketing activities
- Ensure Brand Visibility in POS through Point Of Sales Materials

IMPACT & RESULTS

- Achieved sales growth in 2018 VS 2017.
- Achieved Data revenue growth 2018 VS 2017.
- Recognized for superior performance as Regional “Employee of the Month”.
- Recognized as “REVOLUTIONARY HERO” for outstanding Distribution Expansion & establishing growth centers in year 2018.

 **Japan Tobacco International (JTI), Territory Manager**
Gulshan & Narayangonj Territory, January 2016 – September 2017, Reports to Area Sales manager

- Drive Primary & secondary sales target and KPI's of the assigned territory.
- Ensured the excellence in execution in field sales management.
- Lead, manage, develop and assess Sales Officers (DSR).
- Ensure perfect and fast implementation of company's activity (visibility, launches, loyalty programs).

IMPACT & RESULTS

- Implemented Drishti (Sales Automation) pilot project.
- Developed and run "Market Developer" concept nationally.
- Successfully developed and run "Winston Hawker Program" concept.
- Developed national trade program concept "Sweet Smoke".



Banglalink, Careline Team Coordinator

Gulshan, April 2013 – December 2015, Reports to Careline Team Leader

- Managing a Team and monitoring team performance.
- Monitor and supervise agents for compliance with the code of conduct.
- Act as a stand-in solution provider for the agents and resolve queries.
- Ensure that the performance of individual agents meet standards.
- Prepare regular and ad-hoc reports related to Careline functions.

- EDUCATION -

Master of Business Administration – 2015

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

Bachelor of Business Administration - 2012

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

-KEY SKILLS-

- Business Strategy and Analysis
- Technology use and development
- Sales management and operations
- Sales Training
- Budgeting and Forecasting
- Monitoring and Evaluation
- Adaptability
- Problem Solving
- Interpersonal Relationships
- Time & Stress Management
- Working with people and Negotiation

-PROFESSIONAL TRAINING AND WORKSHOP-

- 3 Days workshop "License to sell" by ACL 2016
- 04 Days Training on Business Leadership by JTI 2019
- 02 Days Training on Time Management by JTI 2020

-PERSONAL INFORMATION-

- NATIONAL ID: 2699039595471
- DOB: 10 JUNE 1987
- Home District: Panba

References will be provided upon request.