

Arif Mahmud

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Career Profile

A fast tracker with 13 years of experiences with sales/Marketing/Distribution team of four organization's (FMCG, Dairy, Tobacco, and Food/Beverage) different sales roles. Having on hand expertise in Retail Sales, Field Force management, Distributor handling, Trade Marketing, Sales Training, Customer Relationship. Currently looking for mid/senior level position for expediting experience & becoming an asset in the prosperity of the company. Confident of leading team personnel being in a senior Managerial role.

Experiences

Transcom Beverages Limited (Continuing)

- At present working as **Area Sales Manager - Savar Sales Area** consist of 7 Territories (Dhaka, Manikgonj, Gazipur & Tangail) – Senior ASM geography.
- Worked as **Area Sales Manager - Dhaka West** Area consist of 8 Territories (Metro & Outer) – Senior ASM geography. (8th January, 2019 – 20th January, 2021)

Responsibilities : (Area Sales Manager : Continuing as senior ASM role)

- Looking after entire PepsiCo portfolio business in Area level
- Managing Distributors and Field Forces for proper market execution
- Achievement of sales target both in primary & secondary Sales
- Analyzing Market dynamics for further business development
- Closely monitoring competition activities to secure market share
- Deployment of trade scheme, merchandising, SGA maintenance
- People development by given necessary training in both on/off the job

Philip Morris International

- Worked as **Area Sales Manager - Dhaka-2** (Mirpur & Pallabi Territory) & **Dhaka-3** (Gulshan & Mogbazar Territory) area (1st December, 2014 – 31st October, 2018)

Responsibilities : (Area Sales Manager : 3 years & 11 months)

- Looking after entire PMI portfolio business in Area level
- Managing Distributor Field Force to execute company goals in market
- Achievement of sales target both in Ex-Factory & In Market Sales
- Analyzing Market dynamics for further development of business
- Closely monitoring competition activities for initiating new mechanics
- Merchandising/Trade Promo deployment in line with legal control
- People development by given necessary training in both on/off the job

PRAN Dairy Limited (PRAN RFL Group)

- Earlier worked as **Assistant General Manager - UHT Group** Business of Dhaka Metro Region (Sales in Charge) (2nd April, 2013 – 30th November, 2014)

Responsibilities : (Assistant General Manager : 1 year & 8 months)

- Monitoring day to day work of RM/TSM/SR to achieve Sales target & KPIs
- Distributor management with efficiency to ensure profitability
- Supervising Schemes/Programs in trade level for 100% proper execution
- Planning for better sales management & coverage expansion
- Market coverage with specific KPIs (Convert non trading OL to trading)
- People development both on the job & off the job with proper training

Unilever Bangladesh Limited

- Worked as **Senior Territory Manager** - Khulna Outer-2 (Satkhira & Gopalganj) and Shyamoli Territory (Dhaka Metro Region) (1st June, 2010 – 31th March, 2013)
- Earlier worked as **Territory Manager** – Chandpur and Kushtia Territory (2nd September, 2007 – 30th May, 2010)

Responsibilities : (Territory Manager : 5 years & 7 months)

- Achievement of territory secondary sales target along with other KPIs
- Execution of different trade schemes through Customer Marketing
- Channel wise placement of launch-re launched SKUs
- Different KPIs monitoring of territory level & further action plan
- Various reports generating through DMSPlus and take action accordingly
- Develop distributor's sales force through proper monitoring and guidance
- Distributor's ROI monitoring & ensuring profitability
- Working on Distributor's further business expansion & development plan

Standard Chartered Bank

- Three (03) months internship at Karwan Bazar Branch (Dec 19, 2006 - March 18, 2007)

Activities & Achievements

- Secured **5th position** in the Territory Manager's national performance chart for consecutive two months (March & April, 2009)
- Secured **2nd position** for November, 2010 and **3rd position** for Sep & Nov, 2012 in the STM's national performance chart
- Rewarded for placing **3rd & 4th position** consecutively in the national "Pureit Referral Championship-2010 & 2011". (**Total 352 Referral**)
- Awarded **Best Regional Performer** for Quarter-4, 2011 (Khulna Region).
- Secured **4th position** in March, 2012 in "**Perfect Store**" **National 3P Audit** with **94% compliance** rate in all parameter.
- Successfully rolled out **Mobile Based Order App** in Dhaka Metro UHT Group (Q4/13).
- Secured **3rd position** (March-May/2014) and **2nd position** (Aug-Oct/2014) in 3 months long Distributor Incentive Program "**Bishwo Vromon 1 & 2**" (**110% achievement**)
- My Area (Dhaka-2) awarded as Champion in **PMI 5 Values contest** (2015).
- Received **ABCD Award** (Top rated PMI recognition award) for outstanding performance on **Red 2.0 launch** Q1/2016 (**75% Distribution** in launching week)
- Achieved **League of Warrior** Championship Trophy with **52% volume growth** under Dhaka Metro Region (Q4/2016)
- Secured **1st position** in "**Guide Book for Success Drive 2016**" (An Internal PMB employee competition driven by HR)
- My Area (Dhaka-3) secured **1st Runner Up** position in "**You Decide**" Team Engagement Activities at RCM (Q-3/2017)
- My Area (Dhaka-3) secured **Championship** in "**REDiscover**" Team Engagement Activities at RCM (Q-4/2017)
- Received award for "**Best Area Sales Manager**" for February/2018 National level
- My Area (Dhaka-3) achieved Q1 & Q3/2018 Trophy of **League of Warrior** competition
- **National Champion** for Numeric distribution of "brand **Pepsi**" Q-3/2020 (**97% ND**)

Academic Qualifications

Bachelor of Business Administration (BBA)
Independent University, Bangladesh, (2007)
Major: Marketing, Minor: Media & Communication

Higher Secondary Certificate Examination (HSC)
Govt. Science College, (2001)
Result: First Division (Science)

Secondary School Certificate Examination (SSC)
National Bank Public School & College, (1999)
Result: First Division (star marks) (Science)

Training & Workshop

Organized by UBL :

- Have participated in two days long Workshop on “Channel Management”. (2008)
- Took part in two days long Workshop on “Product Knowledge”. (2008)
- Have participated in two days long Workshop on “Consultative Selling”. (2008)
- Attended in day long training program on “Effective Merchandising”. (2008)
- Participated in two days long Workshop on “TDOM” (Territory, Distributor & Outlet Management). (2010)

Organized by PRAN-RFL :

- Have participated in a day long training on Managing Sales with Analogy. (2014)
- Took part in two days long Workshop on Modern Leadership Approaches in Selling & Distribution Excellence. (2013)

Organized by Philip Morris Bangladesh Ltd. :

- Participated in day long Workshop on Numeric Taskforce. (2015)
- Participated in two days long Workshop on Managerial Skill-1. (2015)
- Participated in day long Workshop on Presentation Skill. (2015)
- Took part in a day long workshop on Bangladesh Distribution Taskforce. (2015)
- Took part in two days long Workshop on Brand Building Academy. (2016)
- Participated in two days long Workshop on Managerial Skill-2. (2016)
- Participated in two days long Workshop on FFWD Project (A global platform). (2018)
- Participated in two days long Workshop on RTM Development & Business Building. (2018)

Organized by other Parties (For UBL) :

- Have participated in a day long training program on “Influencing Skill”. (2008)
- Took part in two days long Training Program on “Coaching”. (2009)
- Attended in two days long Training Program on “New Supervisor”. (2010)
- Took part in a day long workshop on “Problem Solving & Decision Making”. (2011)
- Took part in two days long workshop on “Negotiation skill”. (2011)
- Have participated in a day long training program on “Team Working”. (2012)

Foreign Tours (Business Purposes) :

- Have participated in Sales & Marketing Convention in different countries : **Thailand, Malaysia, China & Singapore** during 2008 to 2013 as a delegate from UBL (6 times)
- Travelled to **Thailand** in March 2016 as the Team Leader of “**Race to Bangkok**” Winners from Philip Morris Bangladesh Limited.
- Travelled to **New Delhi** in March 2018 to attend 2 days regional “**FFWD Kick Off**” session organized by Philip Morris India.

Basic Skills

- Sufficient knowledge in Computer & Internet,
- Fluent in English (Both written and spoken).
- Good interpersonal, communicating and negotiating skills.
- Excellent organizing, coordinating & management skills.
- Skills on Team management and highly goal oriented

Personal Profile

– Father	:	Md. Waliar Rahman
– Mother	:	Jahan Rahman
– Home Town	:	Khulna
– Date of Birth	:	28 th December, 1984.
– Religion	:	Islam (Sunni).
– Blood Group	:	B- (Negative)
– Marital Status	:	Married.

References

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(Arif Mahmud)