



Curriculum Vitae of ISLAH UDDIN AHMED (Farhan)

Mailing Address

ISLAH UDDIN AHMED (Farhan)

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Career Objective

To become a successful personnel & to improve the value of the working area serving the best with strong commitment, effective participation, analytical capabilities and efficient performance.

Personal Details

1	Date of Birth	:	August 27, 1982
2	Nationality	:	Bangladeshi
3	Religion	:	Islam(Sunni)
4	Sex	:	Male
5	Blood Group	:	B+ Positive
6	Marital Status	:	Married
7	Father's Name	:	Nasir Uddin Ahmed
8	Mother's Name	:	Shammi Ahmed
9	Cell	:	01717-265434
10	Permanent Address	:	76/1,Ahmed Mansion(4 th floor),Begum Bazar, Dhaka.
11	National ID	:	6859974211

Strengths

- 1 Hard working, Motivated and Confident.
- 2 Highly organized and dedicated with a positive attitude.
- 3 Highly capable of working under pressure in any environment.
- 4 Excellent interpersonal and communication skill.

Academic Qualification

Exam Title	Major Subject	Institute	Result	Passing Year
M.Com	Marketing	National University	Second Class, 49%	2005
B.Com	Marketing	National University	Second Class, 49%	2003
HSC	Business Management	Shike Borhanuddin Post Graduate College	First Division, 69%	2000
SSC	Science	Willes Little Flower School	Second Division, 54%	1997

Computer Skills

Introducing to computer, Applications packages & Programming (Concepts of computer, fundamentals of OS and MS-word, MS-excel, MS-Access, MS-PowerPoint & Q-basic) from Bangladesh Computer Council (Ministry of Science, Information & Communication technology).

Language proficiency

Conversant and proficient both in written and spoken English as well as Bengali.

Professional Experience

Total Year of Experience : 15 Year(s)

- 1. Manager (July 1, 2016- February 28,2019)**
Shurwid Industries Ltd- Public Ltd Company
(Manufacturer PVC/PP & PVDC Industries)
Department: Sales & Marketing
Location: 3/3, Block-C, Lalmatia, Dhaka

Duties/Responsibilities:

#Build a team with right people, an aligned Business Organization of sales and service team which is dynamic and flexible through proper coaching and development.

#Initiate measures in developing and maintaining a proper customer data base (both at house and corporate level) for direct sales, enrich and update the data base on a regular basis.

#Ensure proper distribution in the target outlet bench-marking competition.

#Communicate and report on monthly initiatives, programs, and successes.

#Prepare and present a written summary of sales and marketing activities, programs, presentations, competition analysis, etc.

#Ensure flawless executions of all marketing and trade marketing activities/initiatives within the deadlines.

#Initiate new projects to ensure sustainable growth for midterm and long term basis.

#Undertake additional tasks and responsibilities deemed necessary by the management.

Achievement: Products Including for Apollo Hospital Dhaka, Square Hospital, Azgor Ali Hospital, BRB Hospital, Pran Group, Elson Foods Ltd, Bridge Consumer Ltd, Meena Bazar, Lavender Super Shops, CSD Super Shops, Sylhet Market, Develop Begumbazar Wholesale market.

2. Regional Sales Manager(RSM)- Modern Trade (January 1, 2016 – June 30,2016)
Route to Market International (RTM), Pandughar Group
Company Location: 222 Tejgaon Industrial Area, Dhaka

Duties/Responsibilities:

- #Build a team with right people, an aligned Business Organization of sales and service team which is dynamic and flexible through proper coaching and development.
- #Initiate measures in developing and maintaining a proper customer data base (both at house and corporate level) for direct sales, enrich and update the data base on a regular basis.
- #Ensure proper distribution in the target outlet benchmarking competition.
- #Communicate and report on monthly initiatives, programs, and successes.
- #Prepare and present a written summary of sales and marketing activities, programs, presentations, competition analysis, etc.
- #Ensure flawless executions of all marketing and trade marketing activities/initiatives within the deadlines.
- #Initiate new projects to ensure sustainable growth for midterm and long term basis.
- #Undertake additional tasks and responsibilities deemed necessary by the management.

Achievement: Products Including for Fars Hotel & Resorts, Brac Bank Ltd.

3. Assistant Manager (Channel & Corporate Sales & Marketing) (January 01, 2012 – December 30,2015)

KENT Water Purifiers (SKRP Group)
Company Location: 80/4,Kakrail VIP Road, Ground Floor, Dhaka
Department: Marketing & Sales

Duties/Responsibilities:

- 1.Develop product positioning & messaging that differentiates the products in the market.
2. Market Research for existing & future products.
3. Manage & coordinate all marketing, advertising & promotional activities.
4. Analysis of customer research, current market conditions & competitors information.
5. Work with Head of Management Team in preparing Marketing strategy for successful & profitable market launching & regular market development.
6. To take a challenge yearly turns over to increased sale & market Promotion.

Achievement: Products Including for CSD Exclusive Shop, Best Electronics Ltd, Agora Super Shop, Assets Developers, Anowara Group, APS Group, India High Commission,

Rajarbagh Police Mall, Opsonin Pharma, Private University, Reputed Garments and FMCG Company, Govt. Office, One Bank Ltd (Head Office & 17 Branch), UCBL (Head Office & 37 Branch), EBL(Head Office & 19 Branch), Trust Bank Ltd (Head Office & 15 Branch), GIZ, Heed Bangladesh Ltd, Develop Wholesale markets .

4. Sr. Sales Officer (April 02, 2004 - December 30, 2011)

Epique Home Appliance Ltd. (Brand- Sebec, Moulines, Tefal)

Company Location: 345, Segun Bagicha, Dhaka.

Department: Institutional Sales & Corporate Sales.

Duties/Responsibilities:

- # Fix up the yearly sales target & carry out the activities to achieve the target
- # Communicate the parties to create a smooth relationship with the parties
- # Collect monthly statement of sales & stock
- # Prepare yearly business plan of the department & submit it to the management for approval
- # Performance analyze & fix up the incentive scheme for the parties
- # Find out the reason behind declining sales & prepare an action plan to resolve it

Achievement: Products Including for Singer BD Ltd, CSD Exclusive Shop, Agora Super Shop, Pharma Company, BDR Shop, Pran Group, Real Estate Company, FMCG Company, Garments and Others.

References:

1. Altaf Ali Khan
Vice President,
United Commercial Bank Ltd(UCBL)
Phone:01714-167426
Address: Keranigonj Branch
Mail:

2. Tanyeem Quarrar
Marketing Director,
Singer Bangladesh Ltd.
Phone:01711-567950
Address: H#5B,R#126,Gulshan-1,Dhaka
Mail:tanyeem@singerbd.com

I hereby declare that the above information is correct as of my knowledge and I can produce all the necessary documents for all the above mentioned activities.

Signature: