

Curriculum Vitae



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Career Objective

To lead a team to win in the market place by effectively driving passion for commitment to ensure customer delight, business and profitability growth by efficiently strengthen customer base, brand equity, width & depth of market share.

Career Summary

A business professional with 15+ years of total experience in retail, distribution, corporate & International sales. Presently working as Assistant Corporate Sales Manager in Siam City Cement BD Ltd. Joined in Rahimafrooz Batteries Ltd in 2013 as In charge-LM Export sales prior to work as Segment Head for MC & EV category.

Started the professional journey in 2004 as a front-line Sales Representative at Holcim (Bangladesh) Ltd and worked mostly in retail and distribution sales.

In the role of Area Sales Manager in CEMEX Cement Bangladesh Ltd enriched with solid exposure in distribution, corporate and institutional sales during 2006 to 2013.

Recognition & Awards

- Recognized for 'Best Sales Performance in 2007' by CEMEX Bangladesh
- Recognized for 'Five Years' Service Recognition Award' by CEMEX Bangladesh
- Achieved International Award for Bangladesh as winning country in 'Building our Brand' project by CEMEX Asia.

Projects:

▪ Sales by Anybody (Completed) উপার্জন উৎসব

Organization: Rahimafrooz Storage Power Business

Sponsor: Group Managing Director

Role: **Project Lead**

Objective: Increase secondary sales by driving WOM campaign and incentivizing both referrer and customer as focal stakeholder group.

Duration: 6 Months

Outcome: Successfully launched and 31% sales growth in EV sales on the launching month.

▪ Together We Grow (Completed)

Organization: CEMEX Cement Bangladesh Ltd

Sponsor: Commercial Director


Role: **Project Moderator**

Objective: Increase corporate sales by awareness and loyalty building

Duration: January 2011 to December 2011

Outcome: Achieved avg. 23% sales growth, highest ever corporate sales volume of CEMEX in Q1 & Q2 in 2012

Training & Facilitation Experience as a Sales Trainer

Training Title	Organization	Participants	No of Participants	Total No of Session	Location
Training for Sales Excellence	 Super Star Group	Sales Team	380	14	BRAC Learning Center, Ashkona, Dhaka

Professional Experience

June 2018 –Present

Assistant Corporate Sales Manager

Siam City Cement Bangladesh Ltd, Tower 52, Road 11, Block C, Banani, Dhaka 1213



Key Responsibilities:

- Develop B2B Corporate Sales of Cement, Conwood and Mortar for SCCBL
- Support the corporate sales team to find and develop new point for sales
- Administer, prioritize, execute & follow up the orders, timely dispatch in coordination with sales admin & logistics
- To ensure quality business by increasing cash sales percentage and control credit sales & DSO by increasing collection against sales.
- Monitor & evaluate competitors price and activities for decision making
- Rating the quality of customer's business and potentials to transparently manage customer Accounts & Credit sales complying with organization policy
- Simultaneously perform Trend and YTD analysis, Rolling Forecast, EBITDA, Customer credit rating and Risk assessment.
- Supervise and evaluate daily work processes, activities and performance of ASM and executives
- Conducted various events for target group like: Engineers, Customers, Govt. departments and stakeholders
- Assisting the Head of Corporate Sales to prepare monthly target for sales, collection, price and new client.
 - **Increased 27% sales volume by on boarding 5 Big Corporate customers & 8 Medium size customers**
 - **Started supplying Big Large Infrastructure Project like: MRT and created channel to supply in some upcoming projects Like: HSIA Expansion, Jamuna Rail Bridge project etc.**

Achievements:

Feb 2017 –May 2018

Segment Head of MC & EV Battery

Rahimafrooz Storage Power Business, 705, West Nakhalpara, Tejgaon, Dhaka 1215



Key Responsibilities:

To achieve ABP volume and value target, develop battery business of Motor Cycle & Electric Vehicle battery segment by planning, budgeting and effectively drive distribution, corporate and OEM channel. Formulate strategy for product, brand and pricing in competitive scenario for strategic brand positioning in local and international market and develop route to market by trend analysis to propose technical & aesthetic customization of product and packaging. Work closely with sales team and dealers/distributors for lifting as per agreed volume in ABP and S&OP to increase market share and efficiently design, implement & evaluate promo, scheme and incentives for trade & consumer. Taking comprehensive periodic decision for importing CKD and own manufacturing in context of profitability. Develop, engage and evaluate activities, tasks and performance of team players from AH/ASM/TSO/TSE to generate sales from traditional channels. Assist CMO and Head of Sales with sustainable strategy to develop and formulate plan & for short and long term.

Achievements:

- **Exclusive supply Agreement with two leading MC OEM**
- **Highest percentage of GP ensured by profitability drive in Motorcycle segment**

Sep 2013 – Jan 2017

In Charge-LM Battery Export Sales

Rahimafrooz Batteries Ltd, 705, West Nakhalpara, Tejgaon, Dhaka 1215



Key Responsibilities:

Develop Low Maintenance Automotive, Inverter and Motor Cycle Battery sales in international market by market segmentation based on market trend and available series by offering appropriate product/series to specific market as per market norm. Negotiate business proposal by indexing product design, RM & currency cost factors, incoterms to ensure overall profitability and securing payment terms by analyzing customer profile and competitor's product and price. Determine segment to penetrate by figure out and prioritize the best volume potential with profit mix by assigning and engaging distributor for a specific geographic area/country to meet the target & maintain market share. Ensure standardization approach of brand and market wise Product aesthetics, Packaging and POS material development to comply with market requirement and coordinate for customer, customs and ISO compliance. Preparation, Formulation and pursue Annual Business Plan & budget considering segment and growth potential Simultaneously perform LME and market price analysis, Rolling Forecast, Value proposition, S& Op, Risk assessment and New design & portfolio analysis. Supervise day to day activities and evaluate performance of team mates from Sr. Executive to Sales Representative to ensure error free export documentation. Assist Chief Operating Officer with sustainable strategy to develop and formulate plan & for short and long term.

Achievements:

- **Business turn around to PBT from FY 2015-16 after two years of struggle to recover negative margin**
- **Developed new customers in Sri Lanka and Yemen and increased business channel in South America**
- **Launched Super Economy LM battery for full Automotive range**

Dec 2010 – Aug 2013

Area Sales Manager



CEMEX Cement Bangladesh Ltd, 75, Suhrawardi Ave, Block# K, Baridhara, Dhaka-1212

Key Responsibilities:

Develop B2B Corporate Sales by expanding channel for sales by identifying target market & customers by frequent market and project visit to find and develop new point for sales. Administer, prioritize, execute & follow up the orders, timely dispatch in coordination with sales admin & logistics. Monitor & evaluate competitors price and activities for decision making. Attend various meetings and negotiations with customers, influencing groups, consultants and other stakeholders to protect the both side business interests. Support Marketing Department in conducting the trade and non-trade events. Supervise and evaluate daily work processes, activities and performance of Brand Promoters and collectors. Develop deemed export sales against LC by planning, processing and implementing. Conducted various events for target group like: Engineers, Customers, Govt. departments and stakeholders. Assist Sales Manager to prepare monthly target for sales, DSO, price, active client and collection.

Achievements:

- **First supply in Padma Multipurpose Bridge Construction project in 2013**
- **Lead the Corporate Sales team for interim period**

Oct 2008 – Nov 2010

Sales Executive



CEMEX Cement Bangladesh Ltd, 75, Suhrawardi Ave, Block# K, Baridhara, Dhaka-1212

Key Responsibilities:

Develop Corporate Sales by managing current Corporate Clients order, payment and maintain accounts with the company. Find and enlist new Corporate Clients for company to boost up Sales. Organize events for Customers, Contractors, Construction Firms, Developers, Consulting Firms and Engineers. Ensure good price and volume for company with the existing and new clients. Maintain secured Credit sales and carefully handle Clients to get payment on time.

Achievements:

- **Developed 52 new customers**
- **Increased 27% sales volume**

Jan 2006 – Sep 2008

Sales Officer



CEMEX Cement Bangladesh Ltd, 75, Suhrawardi Ave, Block# K, Baridhara, Dhaka-1212

Key Responsibilities:

Develop market by assigning and engaging dealer & distributor in Rajshahi division by increasing distribution reach and maintain relations with customers of 6 districts. Resume business with inactive customers and enlisting new customer by order collection from Retailers and mature the sales by consistent follow up with distributor. Monitor Branding and all promotional activities related to marketing.

Achievements:

- **Best Sales performance in 2007**
- **Developed dealer network in 5 districts by appointing 2 distributors**

Jan 2004 – Dec 2005

Representative-Customer Care



Holcim (Bangladesh) Ltd, Ninakabbo, 227/A, Gulshan Tejgaon Link Road, Dhaka 1208

Key Responsibilities:

Learnt to build relationship with the trade, developed market insight, (retailers, distributors, end users, government institutions, stakeholder associations. Executed trade marketing and distribution plans to influence and win consumers at point of sales. Develop market in 4 districts by visiting house owners and projects to take order for Retailers and mature the sales by tagging the retailer with dealers/ distributors. Provide customer service and provide solution.

Achievements:

- **Redeveloped market in Bogra district by creating channel**
- **Corporate sales development in Military Engineering Services across North Bengal**

Certifications

- Course Title: **360 of Digital Content Marketing for Business**
Institute: BASIS Institute of Technology & Management (BITM)
Year: February 2018
- Course Title: **Professional Digital Marketing**
Institute: BASIS Institute of Technology & Management (BITM) & UY Lab
Year: January to April 2018

Educational History

Master's in Business Administration

Major in both HRM and Marketing
Northern University, Bangladesh
CGPA-3.638
Passing Year: 2010

B.Com (Pass)

Major in Marketing
New Model Degree University College, Dhaka under National University
Passing Year: 2003

Higher Secondary Certificate

Major in Commerce
New Model Degree University College, Dhaka under Dhaka Board
Passing Year: 1999

Secondary School Certificate

Major in Science
Feni Govt. Pilot High School, Feni under Comilla Board
Passing Year: 1997

Training Received

Training Title	Topic Covered	Institute	Year	Duration
Effective Internal Auditing	Internal Auditing based on ISO 9001:2008 and Quality Management System	Rahimafrooz Bangladesh Ltd	2015	2 Days
Leadership & Team Building for Managerial Excellence	Leadership, prioritization, crisis management, holistic approach, team building and integrity.	Training Bangladesh	2014	1 day
PROFESSIONAL APPROACH TO BRAND BUILDING	Brand Building, Brand Elements, Market research, Customer & Market evaluation, IMC, Marketing plan, Integrated Marketing Mix, Brand identity, Strategic goals, Brand Equity, corporate values	The Consultants & Trainers	2012	1 day
HIGH-IMPACT SALES COMMUNICATION	Nobility of Sales, Sales Communication, DISC Behavioral Model, adaptation, Customer & Buying Styles.	Future Leaders	2012	1 day
Refresher 2005	Basic Sales & Marketing tactics and brand premium	Holcim (Bangladesh) Ltd	2005	2 days
Refresher 2004	Basic Sales & Marketing tactics	Holcim (Bangladesh) Ltd	2004	2 days

Personal Details

- Date of Birth: January 01, 1982
- Nationality: Bangladeshi
- Permanent Address: 25, Station Road, Feni
- Marital Status: Married



Sheik Ehtashamul Basher