RAJEEB DAS

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PERSONAL DATA

Name : Rajeeb Das Father's Name : Priya Lal Das Mather's Name : Basana Das

Address : "PANKOURI" Flat No: 7A,

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Mobile :+8801819188022

E-mail Address : rajeeb2006@yahoo.com Date of Birth : 30th December, 1973

Nationality : Bangladeshi
Gender : Male
Marital Status : Married

ACADEMIC DETAILS

Master in Business Administration (M.B.A): Institute of Management Science, Pune, India in 1999, Subject: Marketing, Second Class.

Bachelor of Commerce (BCOM.): University of Pune, India in 1997, Subject: Business Administration and Cost and works Account, First Class.

Higher Secondary Certificate (H.S.C): Cumilla Victoria College, Cumilla, Bangladesh in 1990, Subject: Science, Second Division.

Secondary School Certificate (S.S.C): Cumilla Zilla School, Cumilla, Bangladesh in 1988, Subject: Science, First Division

PRESENT WORK EXPERIENCE:

Duration: April-2019 to Till Present.

Position: Director- Business Development.
Organization: Syntec Consulting Limited.

House 47, Road 6, Block C, Niketon, Dhaka-1212.

Website: www.syntecglobal.net

SUMMARY OF PROFESSIONAL SKILLS: Sales of IT Software ERP Product.

- Direct and manage deal cycle from beginning to end.
- Define revenue scope, goals and deliverables that support business goals in collaboration with senior management and stakeholders.
- Develop full-scale sales cycle, plans and associated team development plan.
- Effectively communicate project expectations to team members and stakeholders in a timely and clear fashion.

- Estimate the resources and participants needed to achieve project goals and draft and submit budget proposals, and recommend subsequent budget changes where necessary
- Determine and assess need for additional staff and/or consultants and make the appropriate recruitments if necessary during project cycle.
- · Set and continually manage project expectations with team members and other stakeholders.
- Delegate tasks and responsibilities to appropriate personnel; Identify and resolve issues and conflicts
 within the project team; Identify and manage project dependencies and critical pat; Plan and schedule
 project timelines and milestones using appropriate tools; Track project milestones and deliverables;
 Develop and deliver progress reports, proposals, requirements documentation, and presentations.
- Coach, mentor, motivate and supervise project team members and contractors, and influence them
 to take positive action and accountability for their assigned work.
- Build, develop, and grow any business relationships vital to the success of the Project; Conduct
 project post mortems and create a recommendations report in order to identify successful and
 unsuccessful project elements.
- Develop best practices and tools for project execution and management.

Marketing & Commercial Related

- Effectively interpret and utilize voice of consumer, voice of customer, and market trend information to develop, present, and facilitate execution of strategic plans for customer/channel.
- Develop, communicate and implement annual marketing plans and budgets.
- Understand and communicate relevant market information by actively evaluation customer, voice of the consumer, and competitive activities.
- Use stage gate and other processes to identify, analyze and recommend new opportunities maintaining the critical balance between responding to customer needs, leveraging the company's core competencies, and strategically growing the business.
- Assume project management role through the development and maintenance of complete and accurate project plans to ensure timely and accurate implementation of all customer program tests and introductions.
- Build strong customer relationships and act as point of contact for all customer or channel specific marketing activities.

Duration: July 2018 – March 2019

Position: Director

Organization: Golden Food and Beverage Pvt. Ltd.

(Baily Road, Dhaka, Bangladesh

Responsibilities:

- Strategic planning for business development; partnership development with local and international buyers;
- Ensuring the quality control of food and beverage products and regular monitoring of beverage production;
- Expenditure and audit control and management of all cycle from production to market growth etc.

Duration: July 2002 - June 2018

Position: Assistant General Manager (Commercial and Sales)

Organization: Alif Group.

(A concern of Akij Group, Marketing & Export Department), Eskaton, Dhaka, Bangladesh

Responsibilities:

- Identifying the business opportunity of Akij food and beverage products, exploring international market and developing sustainable business plan for these products.
- Sales achieving plan and execution monthly, quarterly and yearly.
- Team management, development of team and understand their target of sales
- Exporting Energy Drinks, Soft Drinks and Juice of Akij Food and Beverage Ltd.

- Exporting Floor Tiles of Akij Ceramics Ltd.
- Ensuring strategic direction and management of operation
- Corresponding with international buyers to make an agreement for increasing export volume.
- Preparing export and import documents for local customs.
- Dealing with shipping lines.
- L/C handling & negotiating with local & foreign bank.
- Ensures Provision of efficient procurement of goods and services including travel services and supervision of procurement department.
- Liasoning with national Banks, Chambers of Commerce and foreign missions for legalizations of documents.
- Partner with global colleagues and product segment managers setting the strategic marketing blueprint for the year and provide a smarter path for tactical initiatives for the products.
- Provide rigorous data driven market analysis building insight into pricing, promotions and placement activities in addition to sales coverage models including direct and in-direct sales channels.

Strategic Marketing:

- Develop segmented customer insight's and utilize them to build a targeted tactical plan to improve win rate and market visibility (unit visibility) via direct customer interaction, industry partnerships and market research.
- Build mid and long-term marketing plan and forecasts based on market & economic dynamics.
- Provide Voice of Customer (VOC) input to global product development team to ensure new products exceed customer expectations and position.
- Create sales tools & actionable training materials to improve sales force effectiveness
- Implement demand generation activities to improve visibility to market opportunities
- Find adjacent opportunities for incremental growth, pilot and launch as appropriate
- Lead / Support key customer events (exhibitions, seminars, user group meetings etc.)
- Develop and maintain a pricing and promotion strategy, including training and implementation
- Lead a high impact, marketing initiative providing a growth platform to be utilized globally.

Duration: April 1999 – 2002

Position: Manager

Organization: Silva Container Lines an International Sea and Air Freight Forwarding company. (A concern of

Silva Group).

Responsibilities:

- lead the planning and implementation of project
- facilitate the definition of project scope, goals and deliverables
- define project tasks and resource requirements
- develop full scale project plans
- assemble and coordinate project staff
- manage project budget
- manage project resource allocation
- plan and schedule project timelines
- track project deliverables using appropriate tools
- provide direction and support to project team
- quality assurance
- constantly monitor and report on progress of the project to all stakeholders
- present reports defining project progress, problems and solutions
- implement and manage project changes and interventions to achieve project outputs
- project evaluations and assessment of results

Duration: March 1997 – March 1998

Position: Assistant Manager (Customer Care) Department in BPL

Organization: BPL US Mobile Phone, Pune, India.

Responsibilities:

- To take care of current customer service to provide satisfactory service.
- To initiate new policies for jammed up customer complaints to avoid legal issues.
- To supervise and oversee all the work and functioning of subordinates of customer service staff and other employees.
- To update customer service staff about lastminute changes and monthly meeting outcomes regarding targets.
- To conduct customer service training programs for new employees by educating them about company profile, management system and customer service department functions.

MBA INTERNSHIP PROGRAMME:

Kohinoor Chemical Company (Bd) Ltd., Tejgaon Industrial Area, Dhaka-1208, Bangladesh.

PROJECT UNDER TAKEN:

How to improve present channel of distribution of Kohinoor Chemical Company (BD.) Ltd.

Partnership and Network Building

Strong networking with the foreign buyers, banks and also with the private sectors.

COMPUTER PROFICIENCY:

Have adequate knowledge in the following areas:

- Operating Systems: Windows XP
- Applications: MS Office, Open Office, Internet Tools and others necessary programs.
- Typing Speed: 25 WPM (English), 20 WPM (Bangla)

LANGUAGE PROFICIENCY

Verbal and Written communication skills on:

Bangla (Mother tongue): Fluent

English: Fluent Hindi: Medium

REMARKABLE ATTRIBUTES

- Excellent team cohesiveness
- Excellent communication skill and good motivator
- Ability to work under time pressure and meet deadlines
- Consistent approach to work with energy and a positive, constructive attitude
- Demonstrated openness to change and ability to manage complexities
- Quick learning capability, good decision making and good adaptation.

REFERENCES:

Prof. Saroj Kanti Singh Hazari, Ph.D

Vice Chancellor

BGC Task University Bangladesh

BGC Viddyanagar, Chandanish, Chittagong

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