



» CONTACT

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» ACADEMIC QUALIFICATIONS

- **2017 Master of Social Science (MSS)**
University of Dhaka
Govt. Titumir College, Dhaka
Major: Sociology
- **2016 Bachelor of Social Science (BSS)**
University of Dhaka
Govt. Titumir College, Dhaka
Major: Sociology
- **2012 Higher Secondary Certificate**
Birsrestha Shahid Hamidur
Rahman College
Division: Humanities
Board: Jashore
- **2010 Secondary School Certificate**
Khalishpur High School
Division: Business Studies
Board: Jashore

» CORE COMPETENCIES

- Multi-District FMCG Sales & Distribution Management
- Large-Scale Team Leadership (150+ Field Force)
- Revenue Growth & Target Achievement.
- Distributor & Channel Partner Management
- Sales Forecasting, KPI Tracking & Performance Management
- Data-Driven Decision Making (Excel, Power BI, SQL)

MD. IMRAN HOSSAIN

FMCG Sales & Distribution Leader | Data-Driven

» PROFESSIONAL SUMMARY

Results-driven FMCG sales and distribution professional with 10+ years of experience across multinational and high-growth organizations, including Japan Tobacco International, ShopUp, and Emami Bangladesh. Proven track record of driving revenue growth, managing large-scale distribution operations, and leading high-performing teams. Experienced in overseeing **14,000+ retail outlets** and **150+ field staff**, with expertise in trade marketing, distributor management, sales execution, and business performance optimization.

» WORK EXPERIENCE

1. Fair Food & Lifestyle Ltd.

Area Manager | June 2025 – Present | Uttara, Gazipur & Mymensingh

Key Responsibilities & Achievements:

- ✓ Managed end-to-end sales and distribution across 2,300+ premium retail outlets in three key territories, ensuring strong product availability and market coverage.
- ✓ Led a team of 3 Territory Managers and 10 Sales Representatives, driving field execution, performance tracking, and capability development.
- ✓ Delivered average monthly revenue of BDT 85–90 lakh, managing both primary and secondary sales through distributor networks.
- ✓ Expanded market penetration by onboarding new distributors and increasing active outlet coverage across assigned areas.
- ✓ Executed trade promotions and in-store merchandising strategies to strengthen visibility of premium product portfolio.
- ✓ Strengthened distributor network by driving consistent primary sales, improving partner profitability, and ensuring sustainable revenue flow across assigned territories.

2. Emami Bangladesh Ltd.

Area Sales Executive | Apr 2024 – May 2025 | Gazipur

Key Responsibilities & Achievements:

- ✓ Managed sales and distribution operations across 1,000+ retail & wholesale outlets, ensuring product availability, market coverage, and sales growth within the assigned territory.
- ✓ Led and developed a team of 18 Sales Promotion Officers (SPOs), driving field execution, performance management, and target achievement.
- ✓ Executed trade marketing and promotional activities to strengthen brand visibility, increase outlet penetration, and maximize sales performance.
- ✓ Achieved 147% of monthly sales target in February 2025 and secured National Champion recognition for outstanding sales performance across the country.

TECHNICAL SKILLS

- **Advanced Excel** (Sales Analysis, Reporting, Dashboarding)
- **Power BI** (Data Visualization, KPI Dashboard Development).
- **SQL** (Basic Data Analysis).
- **AI Tools** (ChatGPT, Gemini) for data analysis, report generation, and workflow optimization.
- **Microsoft PowerPoint & Word** (Business Presentation & Reporting)
- **Google Sheets & Workspace** (Collaboration & Data Handling)

» TRAINING SUMMARY

- FMCG Sales Excellence
- Territory Sales Management
- Distributor Management Excellence
- Effective Team Management
- Advanced Excel for Business Analysis
- Business KPI Maestros
- Data Analytics Bootcamp (Power BI, SQL, Python, Statistics) Ongoing

» ACHIEVEMENTS

- **147%** Sales Achievement – National Champion, Emami Bangladesh Ltd.
- Awarded **Best Performer** at ShopUp
- Recognized as a **Top Performer** in Rise of Discipline multiple times

» LANGUAGE PROFICIENCY

- Bengali (Native)
- English (Professional)

» PERSONAL DETAILS

Father's Name : Mohammad Ali Mintu
Mother's Name : Mst. Jibonnesa Begum
Date of Birth : 19-Nov-1995
Marital Status : Married
Home District : Jhenaidah

3. ShopUp

Operations Manager | Mar 2022- Mar 2024| Feni, Habiganj & Moulvibazar

Key Responsibilities & Achievements:

- ✓ Managed end-to-end distribution operations across **14,000+ retail outlets** in three districts, ensuring scale, efficiency, and market coverage.
- ✓ Led a large team of 9 Distribution Managers, 4 Assistant Distribution Managers, and **150+ field staff**, driving execution, performance management, and capability development.
- ✓ Delivered average monthly revenue of BDT **11 crore**, consistently achieving **104%** of targets with a peak performance of **130%** in a single month.
- ✓ Expanded regional footprint by onboarding and scaling B2B distribution partners, increasing active outlet coverage and market penetration.
- ✓ Designed and optimized distribution processes, identifying operational gaps and improving efficiency across inventory and logistics functions.
- ✓ Managed key partner relationships to drive revenue growth, ensure KPI achievement, and maintain sustainable business performance.

4. Japan Tobacco International

Trade Marketing Supervisor | Sep 2020 – Feb 2022 | Ashulia, Dhaka

Key Responsibilities & Achievements:

- ✓ Managed trade marketing execution across 120 high-volume retail outlets, driving product availability, visibility, and volume growth.
- ✓ Led and supervised a team of 7 Sales Officers, ensuring effective execution of trade activation programs and field performance.
- ✓ Delivered monthly volume targets (600,000 sticks) through targeted retail activation and incentive-based sales programs.
- ✓ Executed trade programs to increase offtake, using promotional incentives to drive retailer engagement and sales uplift.
- ✓ Achieved consistent 100% execution of trade programs across all assigned outlets with strong retailer participation.

5. Abul Khair & Company

Sales Supervisor- Modern Trade | Jul 2019 – Aug 2020 | Dhaka

Key Responsibilities & Achievements:

- ✓ Managed modern trade sales operations across 14 supershop outlets, including **Shwapno**, ensuring consistent product availability and in-store execution.
- ✓ Supervised and guided a team of 14 Brand Promoters and 2 Sales Officers, driving daily sales performance and retail engagement.
- ✓ Maintained strong relationships with store management and consistently achieved 90–95% of assigned sales targets.

6. Response Limited

Executive - Operation | Jan 2016 – Jun 2019 | Dhaka

Key Responsibilities:

- ✓ Managed field activation campaigns and ensured smooth execution across multiple locations.
- ✓ Led and coordinated field teams, including manpower planning, training, and operational issue resolution to achieve campaign objectives.