

Shahriyar Hasan

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Career Summary:

- Worked as Senior Manager, Corporate Business at SureCash & have 10 years' experience in Sales, & Marketing, Enterprise Business, Strategic Business Planning, Positioning & Development area.
- A Growth centric business leader, with a variable record of successful business development through rich capability in distribution set up & also experienced in managing complex business by developing relationships, convincing & executing strategic business development plan & achieving final target.
- Passionate about directing new strategy, digital marketing, demand forecasting, business analysis, critical situation handling, product penetration strategy in competitive environment.

Objective: To work in the Sales & Marketing Department to assure scalable business growth with functional excellence.

Proficiencies:

- Strategic Sales Management
- Branch Management
- Trade & Promotional work
- Critical thinking & Creativity
- Situational Leadership
- Business Analysis
- Distribution Network Design
- Emotional Intelligence
- People Management
- Marketing & product line development

Date of Birth: 03rd March, 1986

Working Experience:

1. **Organization Name:** SureCash (Progoti Systems Ltd.) (**Website:** www.surecash.net)

SureCash™

Designation 1: Sr. Manager (Unit head of Govt. payment)

Duration: From Nov'18 to April '20

Job Responsibility:

- Pursue business opportunities for SureCash mobile banking network & solution sales.
- Represent the organization in liaisons with the diverse range of relevant stakeholders to GoB.
- Build excellent working relationships and maintain regular communication, coordination and accumulate updates to relevant government offices.
- Lead team to manage large & medium government accounts like Primary Education Stipend Project (PESP), Maternity & Lactating mothers Allowance, Agriculture stimulation project; Scholarship disbursement for Bangladesh Scouts, Handloom Board and other as per company target and objective.
- Achieve individual Sales, acquisition, retention target from existing and new Corporate accounts by building and developing relationships
- Pursue business opportunities for SureCash mobile banking network & solution sales.
- Ensure smooth and efficient after sales service in coordination with concern stakeholders.
- Visit market to identify the development areas and escalate for further development.

- Lead team to manage large & medium government accounts as per company target and objective.
- Analyze performance to determine progress, status & take measures for attaining objectives.
- Ensure business operation adheres to applicable laws and regulations, contractual obligations and established security protocols.
- Facilitate merchant on-boarding activities through agencies ensuring due-diligence and compliance
- Make plan based on the findings contains a catalyst factor to create enthusiasm among the merchants for accepting SureCash payment.
- Market Intelligence including competitor's activities, monitoring industry trends & generating reports.

Achievement:

- On board giant client (Sheba xyz, Parking Koi, BD Scouts, National Academy for Planning & Development, Narayaganj District Jail, Bangladesh Women Chamber of Commerce and Industry (BWCCI), Jatiya Mohila Shongstha, Small & Cottage Industries Training Institute), IDCOL.
- Led a dedicated team of 7 people for government payment & implemented process for faster KYC acquisition which helps to make faster KYC acquisition in absence of E-KYC.
- Ensured highest number of account acquisition within 6 months (45K Account acquisition) & disbursed around BDT 1.2 crore within Feb & March 2020
- Introduced SureCash to 200 government offices, directorate, divisions and other government & non-government offices & also on-boarded 15 agents.
- Signed with Small & Cottage Industries Training Institute (SCITI) within 5 days of first visit
- Implemented Payment disbursement with Department of Women & Children Affairs for maternity allowances, lactating allowances, scholarship for Bangladesh scouts, National Academy for Planning & Development (NAPD)

REVE Systems
 Mobile VoIP and IP Communication Platforms

2. Organization Name: Reve Systems Ltd. (**Website:** www.revesoft.com)

Designation 1: Manager, Enterprise Sales (Business Development)

Duration: From Sep'15 to Aug'18

Major Achievement:

- Acquire new business from enterprise clients including different ministries of Bangladesh Govt.
- Act as single of contact for any kind of sales and business development prospects/projects in ICT.
- Develop and implement communication plans to ensure expectations and deadlines are clearly understood from initiation through delivery.
- Collaborate with customers and communicate to the project team on project issues, concerns, schedules of deliveries and completion estimates
- Prepare business proposals including EOI, RFP, e-GP etc.
- Developing and managing relationships within enterprise organizations, presenting to C-level executives the value of our Software and integration services.

Designation 2: Deputy Manager, Sales

Duration: From Jun'14 to Aug'15

- Exceeded the sales target for 2014 and 2015 by 25% & also started projects for Info Sarker II project.
- Market Analysis to identify the market demand as well as to find the scope of business.
- Prepare project proposal/complete tender documents for large institutional sales
- Develop presentations and collateral for potential/existing clients & follow up of the sales process.
- Co-ordinate internal technical teams while maturing the project.
- Creating new clients & handling the existing client & manage relationship.
- Communicate with clients in each projects to understand project and clients requirement clearly.
- Work on Corporate IT projects with both written and oral communication.

Designation 3: Assistant Manager, Sales

Duration: From May'13 to May'14

- Met the sales target for consecutive years 2013-2014 & follow up the Existing clients
- Collect information from International market, build strong working relationship with customers.
- Strategic Consulting, including business plan & sales strategy development.

Designation 4: Senior Executive Sales

Duration: From May'12 to May'13

- Managed operations and customer support with team of 20 customer care agents.
- Carried out plans in order to increase sales. Forecast market needs, assist in planning project launches sequence to check and balance to ensure yearly sales target.
- Build and document sales activities in company CRM software and document activities.
- Exceeded the sales target for 2014 and 2015 by 25%.
- Launched ALAPON (A communication tool for government employees)
- Participated Digital world 2017 staying frontline as REVE organizer
- Met the sales target for consecutive years 2013-2014



3. **Organization Name:** OTOBI Limited (**Website:** www.otobi.com)

Designation 1: Senior Sales Executive, Retail

Duration: From Jul'10 to Jan'12

- Actively follow up with Weekly, Quarterly and Yearly Sales Target and Achievement
- Weekly customer visit plan and follow up and continuously update on sales funnel
- Plan for sales activities in line with seasonal demands (Eid, Trade fair etc.).
- Provide input to sales and production planning based on market demand.
- Meeting with team on regular basis & assist team leader in maintaining a relationship & closing deals.
- Performing monthly, quarterly and yearly sales forecasting, planning, evaluation & making action plan.

Designation 2: Executive

Duration: From Jan'10 to Jul'10

- Plan for sales activities in line with seasonal demands (Eid, Trade fair etc.).
- Provide input to sales and production planning based on market demand.
- OTOBIAN of the month of April 2010

Academic Qualification:

- MBA in Marketing from American International University of Bangladesh in 2013
- BBA in Marketing from BRAC University in 2009

Training:

- 06 weeks long training on Leadership Certificate for Managerial Communication organized by Institute of Business Administration (IBA), Dhaka University
- 01 day training on Persuasive Selling Skills organized by LEADS Technology Ltd.

Soft Skill: Teamwork, convincing, inspiring, influencing, negotiation, leadership skill.

Computer Skill: Sound in Microsoft word, excel & power point presentation.

Language: Fluent in Bangla and English

References

1. Md. Abu Taleb, Chief Business Officer (CBO), SureCash
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2. Mohammed Kawsar Mustafiz, Deputy General Manager, Rupali Bank Limited
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