Md. Khalid Hasan

Dhaka, Bangladesh

✉ khalid.shimul@gmail.com

linkedin.com/in/khalidshimul



Objectives:

A challenging position that encompasses innovation, hard work and offers opportunities to learn and grow in a well-structured organization, and successfully apply acquired managerial and interpersonal skills to enhance organizational efficiencies.

Career Summary

I have over **7 years** of experience in **Sales Planning & Analytics** and am a goal-oriented professional currently serving as **Senior Manager – Sales Analytics & Insight** in the Sales Department at Robi Axiata PLC since April 2026.

Prior to this role, I held multiple positions at Robi Axiata PLC, including **Manager – Distribution Planning**, **Manager – Channel Insights**, **Specialist – Distribution Development**, and **Regional Coordinator – Eastern Cluster**, from September 2020 to April 2026.

Earlier in my career, I worked as a Regional Coordinator at bKash Limited for 1.3 years

Professional Skills:

- Sales & Distribution campaign management & campaign budget management
- Expert in data analysis & data visualization tools ***(Excel, SQL & Tableau)***
- Analytical skills enabling the development of data-driven reports
- Leveraging AI tools to streamline data reporting and analysis workflows
- Prioritization of tasks and effective time management, coupled with multitasking abilities
- Excellent monitoring capacity, complemented by strong communication skills

Working Experience:

Senior Manager, Sales Analytics & Insight, Sales **Apr 2026-Present**

Robi Axiata PLC. (Robi Corporate Office, Dhaka)

• **Drive sales performance analytics** & translate complex data into ready insights and management-level reports.
• Own KPI **governance**, **standardized reporting** and **enterprise-wide dashboards** ensuring a single source of truth.
• Conduct **root cause and predictive analysis** to **support strategic decision-making.**
• Build distribution planning **models**, channel **optimization tools**, and **data-backed business cases.**
• Architect **Python-based automation pipelines** integrating Oracle DWH — eliminating manual reporting effort at scale.
• **Implement AI** to build intelligent data agents for **automated reporting workflows.**
• Develop **AI-assisted analytical frameworks** including retailer **target-setting models and predictive campaign planners**.

Manager, Distribution Planning, Sales Jul 2024-Apr 2026

Robi Axiata PLC. (Robi Corporate Office, Dhaka)

• Lead the **end-to-end management of all Sales & Distribution campaigns** across Distributors, DHFF & Retail channels.
• Design and implement incentive programs and competitive campaigns for the company's Sales team.
• Manage an annual budget of BDT **2,000 Mn**, including business case development, budget forecasting.
• Set sales and performance **targets** for Distributors and DHFF, aligned with business objectives.
• Drive **quality customer acquisition** and **retention** strategies to strengthen business sustainability.
• Oversee the **distribution structure** and ensure distributor **profitability**.

• Analyze Sales & Distribution performance and share with Sales management, also coordinate the **strategic review sessions** between the Head of Sales and Regional teams.

Manager, Channel Insights, Sales ***Jul 2023-Jul 2024***
Robi Axiata PLC. (Robi Corporate Office, Dhaka)

• Analyze sales system data to evaluate distribution channel performance.
• Conduct **distribution gap analysis** and propose corrective measures.
• Generate daily, weekly, monthly, quarterly, and ad-hoc **reports** and **insights for Sales Management**.
• Provide various impact analysis to the sales leadership team for **strategic planning**.
• Prepare various **data marts** for data extraction (**using SQL**) and develop **dashboards** using **data visualization tools** (**using Tableau**) for the sales team.
• Spearhead channel analytics projects utilizing **advanced analytics, predictive models, and AI** to enhance channel capabilities.

Specialist, Distribution Development, Sales **Aug 2022-Jun 2023**
Robi Axiata PLC. (Robi Corporate Office, Dhaka)

• Generate regional team performance reports.
• Provide **actionable insights to Sales management** daily, weekly, monthly, quarterly, and ad-hoc.
• Identify and address top and poor performers in the Sales force (3P & Own).
• **Manage QVI Campaign for AKTL** (Biggest Chain Distributor of Robi) & **new acquisition preponement campaign**
• **Co-Lead Distribution revamp project 2023** (Zero-Based Distribution plan).

Regional Coordinator, Eastern Cluster **Sep2020-Jul 2022**
Robi Axiata PLC. (Chittagong South Region, Cox's Bazar)

• Prepare various **reports and monitor** regional performance on a daily, weekly, and monthly basis.
• Support the sales team by providing essential **business insights** through various facts and figures.
• **Coordinate and follow up** with cross-functional teams to gather data, prepare reports for the region.
• Conduct daily **monitoring** of distributor sales transactions, promptly **resolving issues** and reconciliation of daily financial transactions along with overall **credit management** of distributors.
• Lead and **monitor the daily operational activities of outsourced employees** across different Robi Inventory.

• Manage **Regional Budget** based Distributors monthly campaign

Regional Coordinator, Commercial **Jun 2019- Sep 2020**
bKash Limited (Khulna Region, Khulna)

• **Analyze**, **synthesize** & **present** critical business data on a regular basis for the Region.
• Work as a **data warehouse** to prepare, track, monitor the Regional data dashboard so that important business indicators are addressed promptly.
• Feed Region with **simplified insights** of Business so that Regional force can have easy simplified access to the big picture of the business.

Honors & Awards:

- **Top Performer Award 2025, Sales Operation (National Sales Conference 2026)**
- **Best Performer Award 2024, Sales Operation (National Sales Conference 2025)**
- **CCO Special Appreciation Award – 2022** *(National Sales Conference 2022)*
- **National Best Regional Coordinator-2021** *(National Sales Conference 2022)*
- **Quarterly Star Performer/Top Performer Award***:* **Q1'21, Q4'21, Q4'22, Q1'23, Q3'24, Q2'25, Q1'26**
- **Eastern Cluster Best RC** : **Q2'21, Q3'21, Q4'21, Q1'22, Q2'22** *(Quarterly Competition among Eastern Cluster RCs)*

Educational Qualification:

MBA: Major in **Marketing** : **University of Rajshahi** : 3.60 (4) : 2017
BBA: Major in **Marketing** : **University of Rajshahi** : 3.54 (4) : 2016