

Md. Mikail Hossain

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Career Summary:

- **16 years of experience in Agriculture Input Industries**, especially B2C, B2B, distribution planning, sales development, marketing, branding, promotions, strategic business planning, negotiations, team building, and positioning. Currently employed as **Product Group Manager-Crops at Cultive8 Technologies Limited**.
- **A result-oriented Sales and Marketing Professional** with a variable record of business development, Forecasting with maintaining distributors, farmer relationships and Customer Retention.
- Conducted market research, sales, product development, business planning, and strategic planning with seamless sales operations that furthered organizational objectives.
- **A Dynamic & Motivated Product Development Professional** with Customer Satisfaction, Key Account Management, teamwork, leading team, exceptional communication, critical decisions and negotiation during challenges.
- Accomplished **M.Sc. in Agricultural Chemistry degree** with solid proficiency in Microsoft Word, Excel, and PowerPoint. Fluent in both English and Bengali.

Career Objective:

To thrive in diverse roles within local and international organizations, driving operational excellence and fostering product development to fuel sustainable sales growth in Bangladesh.

Key Skills:

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|-----------------------------|-------------------------------|----------------------------|
| • Masterful Communication | • Relationship Magician | • Team Building Virtuoso |
| • Strategic Sales Dynamo | • Training & Development Guru | • Inspirational Leader |
| • Trade & Promotion Maestro | • Key Account Whisperer | • Sales Planning Prodigy |
| • Negotiation Powerhouse | • Strategic Visionary | • Customer Service Maestro |
| • Complex Problem Solver | • Sales & Marketing Maverick | • Time Management Maestro |

Professional Work Experiences:

1. Cultive8 Technologies Limited Product Group Manager-Crops

**Dhaka (Head Office)
November 2022 to till now**

- Orchestrating an Impressive Product Portfolio: Nurturing and overseeing a diverse range of offerings, from Crop Care to Seed and Fertilizer.
- Mastering the Art of Market Segmentation: Skillfully dividing products, sub-markets, and markets to unlock untapped potential.
- Unleashing the Power of Digital Solutions: Strategically curating and organizing product literature to drive impactful digital advancements.
- Insights that Propel Success: Delivering comprehensive reports on business performance and key metrics that unlock growth opportunities.
- Collaborative Excellence: Synergizing efforts with Digital Product, Content & Communication, Sales & Business Development teams for optimal outcomes.
- The Rhythm of Revenue: Skillfully managing business cycle planning and revenue generation for sustained success.
- Empowering the Frontline: Developing the capabilities of Field Force and Channel Partners through market insights, both local and global.
- Pioneering Excellence: Vigilantly monitoring industry best practices and cultivating valuable relationships with stakeholders.
Cultivating a Winning Team: Nurturing and leading team members towards professional growth and remarkable achievements.

**2. Krishibid Group (Glorious Crop Care Limited)
Deputy General Manager (Sales & Marketing)**

**Dhaka
December 2018 to October 2022**

- Unleashing Brand Power: Amplifying the presence of our esteemed brands while captivating the market with enticing new product launches.
- Mastering Budgetary Brilliance: Meticulously analyzing budgets, crafting comprehensive annual plans, and expertly managing expenditures to ensure the sales team surpasses quotas and achieves remarkable goals.
- Igniting Market Insights: Uncovering lucrative marketing opportunities, deciphering consumer needs, tracking market trends, and proposing system enhancements to propel the company towards its desired outcomes.
- Market Intelligence Extraordinaire: Skillfully gathering, investigating, and condensing market data and trends to create insightful reports that inform strategic decisions.
- Sales Innovation Unleashed: Propelling the company forward by executing dynamic sales plans and captivating advertising campaigns that leave a lasting impression.
- Building Dream Teams: Acquiring top talent through recruiting endeavors, delivering comprehensive training, meticulously scheduling, and providing ongoing coaching to empower sales teams to achieve exceptional sales and marketing objectives.
- Cultivating Client Connections: Nurturing crucial client relationships through regular visits, deep understanding of their needs, and proactive identification of new marketing avenues for mutual growth.
- Streamlined Registration Mastery: Efficiently managing the registration process and diligently maintaining an up-to-date database of upcoming registrations for seamless operations.
- Collaborative Efficiency: Establishing seamless communication with clients and agencies, working diligently within deadlines to achieve tasks with utmost efficacy.
- Inventive Procurement Strategies: Crafting innovative and cost-effective procurement strategies that optimize resources and drive organizational success.
- Sourcing Excellence: Engaging reliable suppliers and vendors through skillful negotiation, fostering mutually beneficial terms and conditions that unlock exceptional value.
- Contract Brilliance: Scrutinizing existing contracts with suppliers and vendors to ensure their continued feasibility and maximizing long-term partnerships.
- Organizational Efficiency Unleashed: Approving purchase orders, orchestrating streamlined delivery logistics, and ensuring the seamless provision of goods and services that exceed expectations.

**Assistant General Manager
Sales & Marketing**

July 2017 to November 2018

- Trailblazing the Growth: Spearheading the dynamic sales, marketing, and business development efforts for a comprehensive range of Agro Chemicals & Farm Machinery (comprising 15 machinery types and 40 fertilizer SKUs) with an exceptional team of 21 talented individuals.
- Unleashing Agro Chemical Success: Pioneering the entry into the Agro Chemical sector, surpassing sales targets with a remarkable monthly achievement of BDT 3 crore.
- Organic Fertilizer Innovation Extraordinaire: Revolutionizing the industry by importing cutting-edge machinery from China to develop exceptional organic fertilizers, serving as the primary point of contact for all crucial communications, quotation collection, and meticulous evaluation.

**Krishibid Firm Limited (A sister concern of Krishibid Group)
Business Development Manager**

**Dhaka
February 2016 to June 2017**

- Forged Sustainable Agrochemical Sales Channels: Strategically established and nurtured an extensive network of approximately 550 dealers nationwide, ensuring the steady growth of agrochemical sales.
- Overseeing the Establishment of Cutting-Edge Facilities: Provided expert supervision throughout the establishment of state-of-the-art factories dedicated to agrochemicals repackaging and organic fertilizers, ensuring quality and efficiency.
- Elite Membership in the Business Management Committee: Handpicked as a member of the esteemed Business Management Committee (BMC), a distinguished group comprising the CEO/MDs of 24 limited companies within the organization.
- Spearheading Farm Machinery & Equipment Imports: At the forefront of importing diverse farm machinery and equipment from China, Vietnam, India, and Germany, responsible for end-to-end operations including sourcing, vendor selection, finalizing terms and conditions, negotiation, and order finalization.
- Company Registration and Stellar Growth: Successfully registered the company as a limited entity in the Joint Stock Company in 2015. Since its inception, the company has achieved an impressive yearly sales revenue of BDT 300 million, demonstrating exceptional growth and market presence.

- **Championing E-Tendering and Bidding:** Played a pivotal role in actively participating in e-tendering processes for various UN agencies in Bangladesh and e-GP platforms, showcasing adeptness in procurement and fostering fruitful collaborations.

Delivering Excellence to Food and Agricultural Organizations: Actively engaged in multiple BID processes for governmental and UN agencies, resulting in successful delivery of diverse goods to esteemed Food and Agricultural Organizations, surpassing a cumulative value of BDT 300 million.

3. Rahimafrooz-CICAgro Limited (A sister concern of RAHIMAFROOZ) Jessore, Khulna, Bangladesh
Sr. Officer to Regional Manager (Sales & Marketing) January 2011 to January 2016

- **Cultivated an Extensive Business Network:** Forged robust connections across Khulna, Barisal, Rajshahi & Rangpur Divisions of Bangladesh, facilitating seamless selling, distribution, and top-notch customer service for agricultural inputs, farm machinery & equipment.
- **Architect of Seed Producer Unity:** Orchestrated a pivotal role in uniting seed producers under the banner of the Small & Medium Seed Producer Association (SMSPA), fostering collaboration and empowerment.
- **Empowering Bangladesh's Agricultural Landscape:** Spearheaded the distribution and promotion of the esteemed BRR1 Dhan 50 variety, addressing milling challenges through engaging private enterprises and hosting insightful seminars across Southern & Northern Bangladesh.
- **Aromatic Rice, Unleashed:** Successfully introduced and promoted the captivating scented rice variety in AGORA super shops, captivating Dhaka's discerning shoppers with its alluring aroma and exceptional quality.
- **Driving Unstoppable Growth:** Instrumental in achieving sustainable sales growth of an impressive 25% to 30% year after year across these thriving segments, propelling the business towards unparalleled success.
- **Cultivating Fields, Empowering Nations:** Skillfully developed and managed the production of an outstanding 500 MT foundation class 3 conduct forming, contributing to the agricultural prowess and self-sufficiency of the nation.

Rural Services Foundation (RSF)
Senior Officer

Jessore, Khulna, Bangladesh
July 2009 to December 2011

- Collaborated with clients, regulators, and partners to deliver rural renewable energy projects, such as biogas plants and solar home systems.
- Sought out and secured funding opportunities, and helped the team to develop winning proposals.
- Launched 80 units of biogas plants and 3,500 units of solar home systems in Khulna and Barisal Division of Bangladesh.

4. Hi-Tech Food Products Limited
Senior Officer

Dhaka Division
February 2007 to May 2009

- Established a state-of-the-art factory that produces mango juice, mango pulp, spices paste, juice and mineral water. The factory also has a large cold storage facility and a mineral water treatment plant.
- Spearheaded the project from land acquisition to construction, including procurement of materials and management of local labor and suppliers. The project cost BDT 350 million.

Academic Qualifications:

- Earned a **Master of Science in Agricultural Chemistry** with a perfect GPA of 4.00 from **Bangladesh Agricultural University** in 2007.
- Graduated with First Class honors from **Bangladesh Agricultural University** with a **Bachelor of Science in Agriculture** in 2003.

Professional Training & Certifications:

- **Administration, Office Management & Communication** organized by Graduate Training Institute
- **Training of Trainers (ToT) for Agricultural Value Chain Project** organized by BRAC
- **Successful Habits: Top Ten Habits of Successful People** organized by HRD, Rahimafrooz, Dhaka
- **Chemical Management & It's Compliance** organized by Compliance Solution Group
- **Occupational Health & Safety – It's Laws & Practices** organized by Compliance Training (BD) Ltd.
- **Development of Climate Change Proposal for Green Climate Fund (GCF)** organized by BRAC
- **Digital Marketing Blueprint** organized by IDEAN Consulting
- **Marketing Funnel Mastery** organized by IDEAN Consulting
- **Digital Marketing Mastery** organized by IDEAN Consulting

- **Pure Advance Excel and PowerPoint** organized by Logic Prodigy

Memberships:

- Life Member Of Krishibid Institute Bangladesh, Khamarbari, Dhaka, Bangladesh
- Member of Helping Organization for Poor & Energetic Students, Mymensingh, Bangladesh
- Member of BAU Alumni Association, Mymensingh, Bangladesh
- Member of the International Association of Agricultural Sustainability (IAAS)
- Associate Member of Bangladesh Entomology Society

Personal Information:

- **Father's Name:** Late Ear Ali
- **Date of Birth:** November 3, 1981
- **Mother's Name:** Late Mst. Sufia Begum
- **Nationality:** Bangladeshi

References:

- **Haider Jahan Khan**, Team Lead, Private Sector Enabling Infrastructure at USAID Feed the Future Bangladesh Trade Activity at International Development Group LLC, Contact: +8801990050000
- **Abu Hena Mastafa Kamal**, CEO at Krishibid Group, Contact: +880171400179, Email: ahkamal@krishibidgroup.com