

## Mikail Hossain

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### Career Summary:

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- **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:

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To pursue roles in diverse local and international organizations, prioritizing operational excellence and product development to drive sustainable sales growth in Bangladesh.

### Key Skills:

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- Effective Communication
- Strategic Sales Management
- Trade & Promotional work
- Negotiation & Decision Making
- Complex Problem Solving
- Relationship Management
- Training & Development
- Key Account Management
- Strategic Development
- Sales & Marketing
- Team Building
- Leadership
- Sales Planning
- Customer Service
- Time Management

### Professional Work Experiences:

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#### 1. Cultive8 Technologies Limited Product Group Manager-Crops

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

- **Product Portfolio Development:** Strategizing and managing the growth and diversification of our product portfolio within the Crop Care, Seed, and Fertilizer sectors.
- **Market Segmentation:** Conducting comprehensive product segmentation, as well as sub-market and market analysis to optimize our offerings.
- **Digital Solutions:** Collaborating to create and manage digital literature and solutions that enhance the effectiveness of our products.
- **Performance Reporting:** Regularly reporting on business performance and key metrics to inform decision-making processes.
- **Cross-Functional Collaboration:** Working closely with cross-functional teams, including Digital Product, Content & Communication, Sales, and Business Development, to achieve our organizational goals.
- **Business Cycle Planning:** Developing and executing strategic plans to optimize revenue and ensure effective business cycle management.
- **Capacity Building:** Enhancing the skills and knowledge of our Field Force and Channel Partners by providing them with valuable market insights, both locally and globally.

- **Best Practices:** Staying abreast of industry best practices and forging strong relationships with stakeholders to strengthen our position in the market.
- **Team Management:** Leading, developing, and managing a team of professionals to achieve departmental and organizational objectives.

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

**Dhaka  
December 2018 to October 2022**

- **Brand Promotion:** Elevate our existing brands and introduce innovative products to the market.
- **Budget Analysis:** Analyze budgets, create annual plans, and oversee expenditures, ensuring sales teams meet their targets.
- **Market Insight:** Research and develop marketing strategies, understand consumer needs, spot market trends, and suggest improvements to achieve our goals.
- **Market Research:** Gather, investigate, and synthesize market data to craft insightful reports.
- **Sales Innovation:** Implement fresh sales plans and dynamic advertising strategies.
- **Team Leadership:** Recruit, train, schedule, and coach sales teams to exceed sales and marketing objectives.
- **Client Relations:** Cultivate relationships with key clients, understand their needs, and identify new opportunities.
- **Database Management:** Oversee registration processes and maintain up-to-date databases.
- **Collaboration:** Collaborate with clients and agencies as well as meet deadlines for effective task completion.
- **Procurement Excellence:** Develop inventive and cost-effective procurement strategies.
- **Supplier Engagement:** Source and engage reliable suppliers through skillful negotiation.
- **Contract Management:** Review and ensure the feasibility of existing supplier contracts.
- **Efficient Operations:** Approve purchase orders and coordinate timely delivery of goods and services.

**Assistant General Manager (Sales & Marketing)**

**July 2017 to November 2018**

- **Sales Leadership:** Spearheading sales, marketing, and business development efforts for a diverse portfolio of Agro Chemicals and Farm Machinery, comprising 15 types of machinery items and 40 SKUs of fertilizer and pesticides, leading a team of 21 professionals.
- **Market Entry Success:** Successfully introduced the Agro Chemical business, achieving a monthly sales target of BDT 3 crore.
- **Innovation and Collaboration:** Pioneered the development of Organic fertilizer through the import of specialized machinery from China, overseeing all communication, quotation collection, and evaluation processes as the single point of contact.

**Business Development Manager**

**February 2016 to June 2017**

- **Extensive Dealer Network:** Established a robust and sustainable agrochemical distribution network by appointing approximately 550 dealers nationwide.
- **Factory Oversight:** Provided supervision and guidance during the establishment of Agrochemicals repackaging and organic fertilizer production facilities.
- **Strategic Committee Membership:** Appointed as a member of the Business Management Committee (BMC), comprising CEOs/MDs from 24 affiliated limited companies within the group.
- **International Sourcing Leadership:** Led the importation of diverse farm machinery and equipment from China, Vietnam, India, and Germany, overseeing sourcing, vendor selection, terms and conditions finalization, negotiations, and order finalization.
- **Corporate Registration and Growth:** Successfully registered the company as a limited entity in 2015. Over the years, the company has achieved remarkable annual sales revenue, surpassing BDT 300 million.
- **Engagement in E-Tendering:** Played pivotal roles in participating in e-tendering processes with various UN Agencies in Bangladesh and e-GP platforms.
- **Successful Bid Participation:** Actively participated in bids from government and UN Agencies, resulting in the successful delivery of various goods to Food and Agricultural Organizations, with a cumulative value exceeding 300 million BDT.

- 3. Rahimafrooz–CICAgro Limited** **Jessore, Khulna, Bangladesh**  
**Sr. Officer to Regional Manager (Sales & Marketing)** **January 2012 to January 2016**
- **Established Strong Business Network:** Created a robust business network in Khulna, Barisal, Rajshahi, and Rangpur Divisions of Bangladesh, specializing in the sale, distribution, and customer service of agricultural inputs, farm machinery, and equipment.
  - **Leadership in Seed Producers Association:** Played a pivotal leadership role in organizing seed producers under the banner of the Small & Medium Seed Producer Association (SMSPA).
  - **BRRRI Dhan 50 Variety Promotion:** Led initiatives to disseminate the BRRRI Dhan 50 variety in both Southern and Northern regions of Bangladesh through private enterprise, and facilitated seminars to address milling challenges related to this variety.
  - **Market Expansion in Dhaka:** Successfully promoted the scented rice variety in AGORA super shop outlets in Dhaka, expanding market presence.
  - **Sustainable Sales Growth:** Contributed significantly to sustaining annual sales growth rates of 25% to 30% in the targeted segments.
  - **Foundation-Class Rice Seed Production:** Developed and managed the production of 500 MT of foundation-class rice seeds through meticulous farming operations.
- 4. Rural Services Foundation (RSF)** **Jessore, Khulna, Bangladesh**  
**Sr. Officer** **July 2009 to December 2011**
- **Diverse Responsibilities:** Balancing agribusiness development and the supply of agricultural outputs to supply chain shops while actively participating in a pilot agribusiness project.
  - **Client Interaction and Project Management:** Engaging with clients, permitting agencies, and external firms to oversee engineering projects within the Rural Renewable Energy sector, with a primary focus on Biogas plants and Solar Home systems.
  - **Identifying Funding Opportunities:** Actively identifying Request for Proposals (RFP) and funding opportunities, and playing a crucial role in the proposal preparation process.
  - **Biogas and Solar Project Oversight:** Successfully overseeing the establishment of 8 Biogas plants of varying sizes and distributing 8,500 Solar Home systems in the Khulna and Barisal Divisions of Bangladesh.
  - **Enhancing Agribusiness Impact:** Contributing to agribusiness development by supplying agricultural outputs to supply chain shops, thereby extending the organization's reach and impact.
  - **Piloting Growth Initiatives:** Spearheading a pilot agribusiness project with a focus on exploring new avenues for growth and sustainability within the agricultural sector.
- 5. Hi-Tech Food Products Limited** **Dhaka Division**  
**Senior Officer** **February 2007 to May 2009**
- **Diverse Production Lines:** Orchestrated the setup of a factory featuring mango juice production lines, mango pulp lines, spices pasting lines, and packaging lines for juice, as well as the construction of a substantial cold storage facility and mineral water treatment systems (UV & RO).
  - **Comprehensive Project Management:** Led the entire project lifecycle, from land acquisition to land development, including procurement of construction materials. Supervised a team of 10 engineers and oversaw the coordination of local daily and contract-based workers, masons, electricians, sanitary mechanics, and material suppliers, with a project value totaling BDT 350 million.

#### **Academic Qualifications:**

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- **MS in Agricultural Chemistry** from Bangladesh Agricultural University with CGPA of 4.00 out of 4 in 2007
- **B.Sc. in Agriculture** from Bangladesh Agricultural University with 1st Class in 2003

#### **Professional Training & Certifications:**

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- **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
- **Negotiations Skills and Persuasive Force** organized by Bdjobs.com Ltd.
- **Advanced Sales Leadership** organized by Bdjobs.com Ltd.
- **Conscious Leadership & Productivity Management** Organized by Execudemey

#### **Memberships:**

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- 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:**

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

#### **References:**

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