**Md Rokibuzzaman**

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**Professional Summary**

Results-driven sales operations and analytics leader with dual master's degrees in Business Analytics and Marketing, offering extensive experience in sales forecasting, performance optimization, and data-driven decision-making. Adept at leveraging advanced analytics tools (Tableau, SQL, Python, Advanced Excel) to drive business insights, optimize sales compensation, and enhance operational efficiency. Proven success in designing incentive programs, compensation management programs, streamlining sales processes, and leading territory expansion strategies that drive revenue growth and cost savings. Recognized as a top performer for contributions to sales analytics and operational excellence.

**Skills**

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| * **Sales & Business Analytics** – Sales forecasting, performance metrics, incentive compensation planning, sales process optimization |  | * **Data Analysis & Visualization** – Tableau, Advanced Excel, SQL, Python, R-Studio, KPI dashboard development |
| * **Sales Operations & Strategy** – Sales compensation design, territory management, go-to-market (GTM) strategy, budgeting & cost optimization |  | * **Business Intelligence & Reporting** – Data governance, sales reporting automation, cross-functional collaboration |
| * **Retail & Distribution Management** – Channel operations strategy, distributor engagement, trade marketing, below-the-line (BTL) strategies |  | * **Process Improvement & Cost Efficiency** – Sales automation, workflow optimization, data-driven decision-making |

**Work History**

Graduate Student, 08/2023 - 12/2024

Temple University – Philadelphia, PA

* **Data-Driven Decision Making** – Developing expertise in statistical modeling, machine learning, and predictive analytics to drive strategic business insights.
* **Advanced Analytical & Technical Skills** – Gaining hands-on experience with SQL, Python, R, and data visualization tools to solve complex business challenges.
* **Strategic Problem-Solving** – Applying business analytics methodologies to optimize operations, improve efficiency, and support data-driven decision-making in real-world scenarios.

Senior Manager, Sales Operations & Analytics, 01/2023 - 07/2023

Praava Health Bangladesh Limited

* **Sales Performance Optimization** – Led national sales operations, enhancing sales compensation programs and boosting sales team KPIs by 20%.
* **Data-Driven Decision Making** – Designed and implemented interactive sales dashboards, enabling real-time performance tracking and strategic insights.
* **Advanced Sales Analytics** – Conducted in-depth sales and customer data analysis to identify trends and drive executive decision-making.
* **Compensation & Incentives Management** – Managed sales commission and incentive calculations while ensuring the highest standards of accuracy, ensuring compliance and fairness.
* **Strategic Budget Forecasting** – Spearheaded quarterly and annual Sales & Distribution (S&D) budget forecasting, reducing costs by 20% through data-driven strategies.
* **Channel Operations Strategy** – Developed a comprehensive strategy integrating data governance, performance reporting, and analytics to maximize sales efficiency.

Lead Manager, Distribution & Sales Analytics, 11/2019 - 06/2022

Digital Healthcare Solutions

* **Sales Operations & Expansion** – Led sales operations, managing vendor relations, distributor partnerships, and driving territory expansion strategies.
* **Sales Analytics & Reporting** – Spearheaded the preparation and distribution of daily, weekly, and quarterly sales reports, enabling data-driven decision-making.
* **Compensation & Incentives Management** – Designed sales commission structures and performance incentives, ensuring 100% accuracy and timely payouts.
* **Budget Optimization** – Streamlined S&D budgets, reducing procurement costs by 20% while maintaining operational efficiency.
* **Revenue Growth & Market Strategy** – Launched a new business vertical, generating $100K in revenue within six months through a data-driven strategy.
* **Award-Winning Performance** – Recognized as 'Best Employee' for outstanding contributions to sales operations and process efficiency.

Manager, Distribution & Retail Analytics, 11/2018 - 10/2019

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* **Sales Performance Analytics** – Led the creation of daily sales dashboards using advanced Excel formulas, ensuring accurate and timely insights for teams.
* **Retail Growth Strategy** – Increased retail penetration by 25% through trade marketing, Below-The-Line (BTL) strategies, and distributor engagement initiatives.
* **Budget Optimization** – Managed S&D budget planning, achieving 15% cost savings in channel marketing programs while maintaining effectiveness.
* **Training & Development** – Designed and delivered training programs for field teams and retailers, driving continuous performance improvement.

**Previous Professional Experience**

**Manager, Trade Marketing** | Robi Axiata Limited | 10/2016 – 11/2018  
Following Robi Axiata's acquisition of Airtel Bangladesh, led trade marketing strategies, promotional campaigns, and distributor engagement initiatives to drive brand visibility and optimize sales performance in the expanded market.

**Assistant Manager, Trade Marketing** | Airtel Bangladesh Limited (formerly Warid Telecom) | 01/2011 – 10/2016  
Transitioned from Warid Telecom to Airtel Bangladesh after its acquisition, managing trade marketing initiatives, implementing Below-The-Line (BTL) strategies, and coordinating promotional activities to strengthen market presence and improve sales channel effectiveness.

**Customer Service Executive** | Warid Telecom International (later Airtel Bangladesh) | 08/2008 – 12/2010  
Provided frontline customer support and process improvements, remaining with the company through its transition to Airtel Bangladesh and contributing to enhanced service delivery and customer satisfaction.

**Education**

Master of Science: Business Analytics, 12/2024

Temple University - Philadelphia, PA

MBA: Marketing

Independent University - Bangladesh

BBA: Marketing

Presidency University - Bangladesh