

MUSFEQ SALEHEEN

FMCG Commercial Growth Leader | Consumer Activation | Route-to-Market | Sales Operations

Phone: +88 01755524029 | Email: musfeq.saleheen@gmail.com | LinkedIn: musfeq-saleheen

Location: Rampura, Dhaka

Website: <https://saleheenportfolio.lovable.app/>



PROFESSIONAL SUMMARY

Commercial and route-to-market leader with 15+ years across FMCG and telecommunications. Experienced in consumer activation, trade marketing, distribution expansion, sales capability, and field execution across JTI, Marico, Unilever, and Robi. Strong record of growing market share, scaling up consumer activation across multi-tier touch points, improving outlet coverage, and leading multi-tier teams.

CORE COMPETENCIES

Commercial: Route-to-Market Strategy, Commercial Planning, Consumer Activation, Digital Marketing, Event Management, Trade Marketing, Channel Development, Sales Operations, Retail Execution, New Product Launch, POSM Deployment

Leadership: Field Force Management, Distributor Management, Sales Capability Development, Market Execution Governance, Outlet Coverage Expansion, Sales Forecasting, Commercial Performance Management

Tools: Salesforce CRM, Power BI, Tableau, Advanced Excel, Google Analytics, PowerPoint, Retail Audit Data Systems, Nielsen Retail Analytics, CRM Platforms

SELECTED CAREER HIGHLIGHTS

- Delivered 38% year-on-year growth at JTI versus company growth of 16%.
- Built a national activation framework covering 300K+ outlets and introduced the Activation Factory model, reducing campaign rollout time by 30%.
- Pioneered a comprehensive Omni-channel activation framework, successfully aligning cross-functional initiatives to ensure brand synergy across all consumer touchpoints.
- Expanded digital footprint and brand visibility by executing targeted paid media, influencer partnerships, and strategic content creation campaigns across major social platforms.
- Achieved 15% divisional sales growth at Marico in FY18-19, the highest nationally, while company growth was 8%.
- Expanded direct outlet coverage by 23% and achieved 95% effective new outlet coverage.
- Managed BDT 6B+ regional business and a 1,000+ extended sales ecosystem.

PROFESSIONAL EXPERIENCE

Japan Tobacco International (JTI) | Dhaka, Bangladesh

Head of Consumer Activation & Communication | Jun 2024 - Present

Regional Head | Oct 2020 - Jun 2024

Regional Sales Capability Manager | Nov 2019 - Oct 2020

- Lead nationwide consumer activation across retail, experiential, and trade channels aligned with brand priorities, RTM strategy, outlet segmentation, and market volume potential.
- Built a national activation framework for 300K+ outlets and standardized campaign execution through the Activation Factory model, reducing rollout time by 30%.
- Used cluster and consumer data to prioritize POS deployment, improving activation conversion by 12%; deployed AI monitoring tools, improving POSM accuracy by 25%.

- Directed regional commercial operations across multi-billion BDT territories, delivering 38% year-on-year growth versus 16% company growth.
- Led route-to-market transformation by appointing 18 distributors and transitioning from Direct Sales Operations to a distributor-led model.
- Coached national activation teams, Territory Managers, distributor leaders, and vendor partners to strengthen execution capability.

Marico Bangladesh Limited | Dhaka, Bangladesh

Regional Sales Development Manager | Feb 2019 - Oct 2019

Divisional Sales Head | Nov 2016 - Jan 2019

- Led regional channel growth through KPI tracking, distributor monitoring, and structured sales planning across general trade and modern trade.
- Delivered 15% year-on-year growth in FY18-19, the highest nationally, while company growth was 8%.
- Expanded direct outlet coverage by 23%, executed 10 distributor conversions/consolidations, and achieved 95% effective new outlet coverage.
- Led NPD and NPLP launches, driving double-digit SKU growth and stronger retail availability.
- Optimized distributor routes and KPIs, increasing productive calls by 12-15%; managed 6 Territory Managers, 18 distributors, 18 stockists, and 80 DSRs.

Unilever Bangladesh Limited | Dhaka, Bangladesh

Senior Territory Manager | Jun 2013 - Oct 2016

- Delivered territory sales growth across 2,000+ outlets through stronger distribution, merchandising, and retail execution.
- Increased effective retail coverage by 20% through route optimization and disciplined field management.
- Executed trade promotions, product launches, and activation programs to improve priority SKU sell-out and visibility.

Robi Axiata Limited | Dhaka, Bangladesh

Manager - SME Business | Jul 2012 - Apr 2013

Key Account Manager | Feb 2011 - Jul 2012

- Achieved 120% SME sales target within three quarters by expanding the revenue-generating customer base.
- Increased SME customer base by 25%, grew portfolio revenue by 18%, and maintained 90%+ retention.
- Acquired 20+ corporate accounts and increased VAS and enterprise data revenue by 30% through upselling.

EDUCATION

BSc in Electronics & Telecommunication Engineering | North South University | 2010

HONORS & AWARDS

- Best Divisional Sales Head (DSH), Marico Bangladesh Limited, 2019.
- Value Walker Award, Marico Bangladesh Limited, 2018.

TRAINING & CERTIFICATION

- IBM Project Manager Professional Certificate, Coursera, 2026- Agile methodology, Agile project management.
- Google UX Design Professional Certificate, Coursera, 2024 - user research, wireframing, prototyping.
- Sales: Data-Driven Sales Management, Coursera, 2023 - sales analytics, forecasting, KPI frameworks.