

KAZI MUZTABA ALI NOWSHER

MANAGEMENT PROFESSIONAL – Sales Strategy, Performance Management & Stakeholder Management

✉ kazi.muiztabaa@gmail.com

☎ +1 (905)-718-2041

📍 [Oshawa, Canada](#)

in [LinkedIn](#)

SKILLS

- **Sales Forecasting & Business Development:** market expansion strategy, revenue forecasting, pipeline tracking
- **Sales Performance & Market Analysis:** sales pipeline reporting, territory performance metrics, pricing analysis
- **Customer Relationship Management:** client database administration, pipeline updates, contact segmentation
- **Data Analysis:** Excel data modeling, presentations reporting, and Outlook workflow tracking email logs

WORK EXPERIENCE

Retail Eyecare Consultant

Specsavers Canada

January 2025 – Present

Ontario

- Facilitated 45+ customers weekly with frame selection and lens configuration using prescription parameters, pupillary distance measurements, and lifestyle analysis improving product suitability rates by 26%.
- Performed 30+ daily diagnostic pre-screening procedures including visual acuity testing, autorefractor measurements, and digital patient intake documentation supporting optometry consultation workflows.
- Processed 65+ eyewear orders weekly by verifying prescription parameters, confirming lens specifications, and updating electronic patient records maintaining 100% order verification accuracy.
- Coordinated 35+ weekly eye examination bookings through scheduling systems while processing billing transactions and updating administrative records improving appointment utilization by 21%.

Area Manager

Unilever Bangladesh Limited

March 2022 – October 2024

Feni

- Directed 12 Territory Managers across 6 operational zones by implementing target tracking dashboards and territory execution plans increasing regional sales attainment by 34%.
- Expanded retail penetration across 1,900+ outlets by coordinating distributor logistics, route optimization schedules, and market coverage frameworks improving outlet servicing frequency by 29%.
- Supervised merchandising compliance and promotional deployment across 950+ retail stores increasing product display conformity metrics and strengthening campaign execution rates by 23%.
- Evaluated multi-territory sales datasets, outlet performance indicators, and competitor distribution activity producing 20+ analytical reports annually supporting strategic sales planning.

Senior Territory Manager

Unilever Bangladesh Limited

January 2020 – February 2022

Bangladesh

- Directed territory sales operations, achieving 98% monthly target compliance and sustaining 22% year-over-year growth through structured execution and monitoring.
- Supervised 4 Operation Managers and 36 distributor sales staff, optimizing route coverage and increasing retail penetration by 28% across assigned districts.
- Strengthened distributor and wholesaler networks, expanding product availability to 420+ outlets and improving stock rotation efficiency by 19%.
- Implemented competitor tracking framework, analyzing 65+ market data points monthly to identify distribution gaps and secure 17% incremental shelf share.

Territory Manager

Unilever Bangladesh Limited

November 2016 – January 2020

Habiganj

- Achieved territory revenue objectives across 920+ retail outlets through distribution planning, field coordination, and outlet coverage monitoring improving territory growth metrics by 27%.
- Directed distributor warehouse inventory cycles across 130+ SKUs implementing replenishment schedules and stock audits improving inventory availability rates by 24%.
- Developed retail channel partnerships across 420+ outlets through structured engagement plans increasing repeat order frequency and strengthening outlet retention metrics by 20%.
- Implemented merchandising guidelines and promotional programs across regional retail markets improving display compliance scores and increasing product visibility metrics by 25%.

Territory Sales Executive

Philip Morris International Bangladesh

February 2015 – October 2016

Dhaka

- Managed field sales operations across 680+ retail outlets through distributor coordination and route scheduling increasing territory sales performance by 26%.
- Strengthened distributor and retailer networks across 24 wholesale hubs improving product penetration rates and increasing outlet stocking consistency by 22%.

- Increased retail campaign coverage by 28% by deploying trade marketing programs, including promotional displays and merchandising audits across 520+ stores.
- Monitored outlet stock levels, competitor pricing patterns, and sales movement indicators generating 15+ territory intelligence reports annually supporting sales strategy execution.

Customer Service Officer

January 2012 – April 2014

Standard Chartered Bank Bangladesh

Dhaka

- Administered 75+ daily inbound service calls addressing account transactions, product inquiries, and banking requests through call management systems improving case resolution rates by 31%.
- Processed 140+ weekly customer records through CRM platforms verifying authentication data and compliance documentation ensuring 100% adherence to regulatory procedures.
- Documented 120+ customer interaction logs weekly within digital banking databases improving service request tracking accuracy and case documentation efficiency by 23%.
- Escalated complex service discrepancies through structured case routing procedures coordinating with 5+ internal departments reducing unresolved service cases by 19%.

EDUCATION

Master of Strategic Change Management

January 2025 - April 2026

Trent University, Ontario

Bachelor of Business Administration

October 2009 - March 2013

North South University, Bangladesh