**AKPORE**  **E**mail: **AKPORE.361398@2freemail.com**

**EXECUTIVE SALES AND MARKETING MANAGER.**

**Strategic Planning. Relationship Management. Market Expansion. Business Development.**

**Exceptional Warehouse Management Initiatives.**

A dynamic, results-driven sales strategist, with over 10 years of achievement and demonstrated success driving multibillion naira revenue growth while providing visionary sales leadership in highly competitive markets, spanning across the cosmetics/body care segment, oral care sector, household consumer products/toiletries to fast-moving edible consumables. A Solid track record securing key clients and increasing product distribution to grow market share. Tenacious in building new business, securing customer loyalty and forging strong relationship with external business partners. Exceptional mentor and coach, combine business acumen with innate leadership abilities to recruit, build and retain top performing sales teams. Meticulous, proactive and very energetic individual, with an amiable and presentable personality, gifted with the unique ability to understand and affect positively different personalities, regardless of race, tribe, belief or moral orientation.

**CORE COMPETENCIES:**

* High Impact Sales Presentations.
* Territory Growth Management.
* Strategic Market Positioning.
* Competitive & Upbeat attitude with a drive to succeed.
* Advanced Excel Skills.
* Budget Management / P&L Management
* Good Leadership Ability.
* Good Persuasive Communication Skills.
* Strategic Marketing.
* Excellent Conflict Resolutions Skills.
* Conducting Market Researches.
* Able to make quick decisions.
* Strong and Good Organizational Skills.
* Innovative, Forward Thinker.
* Builds Trusting & Loyal Relationships.
* Ability to Coach & Develop Others.
* Facilitates Innovation & Change.
* Builds Customer Loyalty.
* Displays Business &Financial Acumen.
* Social Media Marketing.

**PIVOTAL PHYSICAL SKILLS:**

* Excellent & Quick Learner.
* Ability to cope well with the demands of a rapidly growing company.
* Ability to Move or Lift over 50kg repeatedly.
* Physically fit & able to carry out manual work.
* Ability to adapt in tough conditions or environment.
* Willingness to work overtime to get a job done.
* Excellent Swimmer and Avid Tennis player.
* Willingness to take ownership of problems & responsibility for solving them.
* Experience in working in a multi-temperate environment.
* Willingness to learn & ability to follow instructions particularly involving Health & Safety Policies.
* Ability to work full 12 (Twelve) hours Shift
* Good practical skills.
* The ability to live and work as a member of a team.
* Willingness to live and work away from home in any continent.

**SELECTED ACHIEVEMENTS:**

* Increased territory sales from less than N200million (Naira) per year to N4.5billion (Naira) in Ten (10) years.
* On the management team that facilitated the 30% shares acquisition by 8 Miles (UK based consortium) worth eighty million USD ($80,000,000).
* Facilitated the increase in direct distribution channels by over 60% within 18 months.
* Abridged general costs of contract materials & equipment by 40% within 18 months.
* Facilitated increased sales revenue in the South-South Nigeria by over 85% in 18 months.
* Good warehouse control initiatives lead to the complete eradication of pilfering & missing stocks.
* Fastened a robust, sustainable network of new buyers, leveraging strong listening presentation & closing skills to optimise sales results despite previously dominant competitor advantages.
* Introduced new product brands into the market.
* Successful Investigation & cessation of the influx of fakes & parallel products.
* Demonstrated an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts.
* Created a positive company culture that promoted the belief that challenges are opportunities & mistakes are opportunities to learn and grow.
* Help strengthen employee morale.

**CAREER HISTORY**

NATIONAL SALES & MARKETING MANAGER **- BELOXXI INDUSTRIES LIMITED.** 2015 – Jan 6, 2017

Duties:

* Drive profits and revenue for the company by selling / distribution of products to all parts of the country.
* Oversee the 6 geographical zones consisting of 399 direct distributors/clients within thirty-six states including the federal capital territory Abuja.
* Focus on creating new distribution channels, messaging and related collateral to drive the company’s products.
* Directs market channel development activity and coordinates sales distribution by establishing sales territories, quotas and goals.
* Directs sales forecasting activities and sets performance goals accordingly.
* Achieves satisfactory profit/loss ratio and market share in relation to present standards and industry and market trends.
* Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
* Conduct frequent competitive market research, monitor competitor products, sales and marketing activities.
* Conduct periodic customer satisfaction and evaluation analysis.
* Develop and implement strategic marketing plans and forecast to achieve corporate objectives.
* Establishes and maintains a consistent corporate image throughout all products lines, promotional materials and events.
* Attend trade association meetings to promote our products.

SALES AND MARKETING DIRECTOR **- *RHOVENA RESOURCES VENTURES.*** 2013 – 2015.

[IMPORTATION OF QUALITY COSMETICS & TOILETRIES FROM DUBAI]

SALES AND MARKETING MANAGER **- *IFFLEY VENTURES LTD*.** 2001 – 2013.

Nivea Brand (Germany). Colgate-Palmolive Brand (US-France). Reckitts Benckiser Brand (UK).

Duties:

* Maximizing and surpassing sales targets.
* Warehouse monitoring and control: Warehouse management with good stock control initiatives.
* Regular Research on new & existing products.
* Regular updates & analysis on Market situations.
* Servicing Customers & holding monthly meetings with core customers & major distributors.
* Investigation & monitoring of parallel products & imported Fakes.
* Products & Sales (Monetary Value) Forecasting.
* Regular Market Survey and research.
* Recommending Credit worthy Customers to Management Body.

PROCUREMENT & CONTRACT MANAGER **- *XTRA-STYLES LTD.***  1989 – 1996.

Duties:

* Sourcing for genuine quality materials for all contract jobs.
* Direct & manage the purchasing division responsible for purchasing & contracting for all goods, materials, materials, equipment and supplies.
* Ensures that all goods and equipment supplied are original and in excellent condition.
* Purchasing of all materials for contracts jobs.
* Developed negotiation strategies.
* Personally ensuring the safe, proper & timely delivery of all needed materials to contract sites (Regional delivery included).
* Taking important decisions on the best/cost effective method of purchase & delivery of contract materials to sites.
* Making adequate arrangements to ensure that materials delivered are properly used for intended purposes.

**ACADEMIC QUALIFICATIONS**

**BSc Zoology** - University of Lagos, Nigeria. **English Language Proficiency** - ADVANCED IELTS Module Score: 7.0

**Advanced Diploma** - Microsoft Office Applications (NIIT). **Customer Relationship Management** - Piston & Fusion Nig. Ltd.

**Professional & Personal referees available on request & willing to relocate.** **HOBBIES:** Lawn Tennis & Swimming.