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Constance

**Executive Profile**

A management professional with 8+ years of diversified experience in managing key sales and trade initiatives for major corporate accounts in the FMCG sector in addition to competencies in territory and product management, distributor management and new market entry. Seeking a position within the sales function to implement twin benefits of acquired business expertise and comprehensive market savvy to catalyze business development.

**Skills Summary**

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| --- | --- | --- |
| **Strategic:**  Key Account Management  Sales and Marketing Management  Client Development  Revenue Optimization | **Operational:**  Territory Management  Relationship Management  Negotiation  Contracts Management  People Management | **Value-Added Attributes:**  Team Management  Communication & Interpersonal Skills |

**Career Progression**

**Territory Trade Manager March 2015 -**

**British American Tobacco, South Africa (BATSA)**

**Achievements:**

* Developed a performance tracker to improve the tracking of team performance against daily and monthly business objectives, which was later employed as the standard template for tracking and assessing trade performance across the region.
* Managed and mentored a team of 7 trade representatives to deliver all business objectives envisaged, 2 of whom got subsequently promoted to Territory Sales Managers.
* Provided on the job training and ensured career progression readiness of personnel under purview.

**Key Responsibilities:**

* Retaining key focus on business development, planning, implementing and coordinating sales activities to achieve sales and gross profit margins, evolving sales and trade strategy,
* ascertaining budgetary requirements and contributing to critical assignment decisions as necessary.Locating and proposing potential business deals through prospecting, discovering and exploring opportunities, developing and negotiating contracts in addition to integrating contract requirements with business operations.
* Managing key customer relationships, developing sales and competitor dashboards for key categories and negotiating customer agreements according to annual operating plans while successfully delivering against the customer's expectations.
* Collaborating between customers and Product Management team to propose marketing programs for the territory and reporting on competitor products/activities.

**Territory Sales Manager January 2014 – February 2015**

**British American Tobacco, South Africa (BATSA)**

**Achievements:**

* Developed and implemented a highly successful operational plan resulting in the team under purview placing 3rd out of 28 teams regionally as measured in terms of revenue, volume and strike rate.
* Successfully maintained and nurtured exemplary relationships across key accounts and clients leading to the company being a preferred vendor of choice despite intense competition and the challenging market situation.
* Elected by the Sales Representatives and served as the Employee Equity Committee Facilitator in 2014.

**Key Responsibilities:**

* Maximized sales opportunities across existing client portfolio, liaised with intermediaries and formulated strategic account plans in order to create sales proposals yielding profitable account development and growth.
* Implemented, monitored and reported on performance achieved against targets envisaged in the sales plan and devised strategies to maximize performance.
* Contacted customers and conducted on-going analysis of competition’s pricing actions, sales volume, trends, consumer promotion, advertising activity and tracking studies.
* Controlled P&L / budgeting, marketing calendar and managed distributor stock management in addition to overseeing the entire product line life cycle from strategic planning to tactical activities.
* Formulated, directed and coordinated marketing activities policies to promote products and services, in collaboration with advertising and promotion managers.

**Marketing Management Trainee**

**January 2012 – December 2013**

**British American Tobacco, South Africa (BATSA)**

**Highlights:**

* In this 2 year rotational program, essayed a variety of roles such as Direct Store Sales Executive, Research Executive for Strategic Planning and Insights in addition to positions as Key Accounts, Customer Development and Trade Marketing Executive.
* Assisted with the roll out of the Top Up Stock management project designed to streamline existing stock management.
* Performed a detailed analysis of the South African Adult Smoker under 30 to win market share and submitted a Key Launch Tracker to track performance and learnings of various campaigns.
* Managed various brand launch projects for the *Peter Stuyvesant* brand, the Number 1 across South Africa.
* Analyzed product performance of the cigarette category across Pick and Pay stores nationwide, to build a base for contract negotiations, securing shelf space and product availability for 2 years.
* Helped to design the company’s trade show stand for which awards of for Best Supplier and Best Stand 2013 were received at the Total Gas Station Supplier Trade Show. Also amassed expertise across the HoReCa segment.

**Previous Professional Experience:**

* Jan 2013: Winter Business Analyst, Pop Group Global, China
* Feb ’11 – Dec ‘11: Marketing and Communications Assistant, World Trade Center, Africa Initiative, South Africa
* Nov ’09 – Dec ‘10: Call Center Agent, Customer Care Solutions, South Africa

**Education & Credentials**

**Gordon’s Institute of Business Science, South Africa, (2013)**

Future Leaders Programme

**University of Cape Town, South Africa, (2007 - 2011)**

Bachelor’s Degree in Marketing and Economics (Hons)

**Other Achievements and Leadership Distinctions:**

* Marketing Tutor, Forest Hill Residence, UCT (2011)
* International Academic Program Office Orientation Leader (2011)
* Top Student Award, Professional and Communication Studies, UCT (2011)
* Winner of Miss International Student Africa (2010)
* Procter and Gamble Student Ambassador (2008)
* East African Students Society UCT Executive Committee Member (2008)
* Volunteer Mathematics and English Tutor, SHAWCO Community Outreach Program (2007 – 2009)

**Personal Information**

* **Date of Birth:** 7th June 1988
* **Nationality:** South African
* **Language Fluency:** English, Afrikaans