**BENARD**

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**CAREER PROFILE SUMMARY**

As a resourceful and initiative driven sales professional with over 17 years of experience in overseeing marketing and sales both locally and regionally in the FMCG Space. I have worked in Kenya, Uganda and Tanzania. I am a visionary leader and a highly capable change- agent who consistently refines and revitalizes sales strategies, initiates change and facilitates solutions-driven team collaboration. I am dedicated to exceeding expectations, maintaining strong, fruitful working relationships, creating and supporting client retention strategies and strengthening working relationships to strive for success and growth. I am a passionate and driven marketer who does whatever it takes to be successful. Led by my strong problem solving and organizational skills I have established a unique ability to steadfastly manage duties and responsibilities pertinent to the growth of a company. While in Uganda, I was also in charge of other export markets of South Sudan, Rwanda, Burundi and the Democratic Republic of Congo. My strength lies in skills such as leadership and supervision, brand management, marketing, financial management, human capital management, competitor analysis and business and strategic management skills. I excel in the technical, conceptual and content development of sales-driving collateral and possess a record drive recording tremendous increase in revenues supposing targets. My goal is to secure a position as a General Manager in a challenging environment where I can utilize my skills and expertise in leading teams while solving problems creatively and formulating winning marketing strategies.

**EDUCATION BACKGROUND**

**Masters in Business Administration** –Strategic Management - Catholic University of Eastern Africa (CUEA)–(2005-2008)

**Bachelor of Commerce – Marketing** - Daystar University–(2001–2005)

**Post Graduate Diploma Marketing** (C.I.M. - UK)–(1999–2001)

**KEY SKILLS AND COMPETENCIES ACQUIRED**

* **Supervisory/ Leadership skills-** A skilled leader with ability to conduct analytical performance reviews ofdistributors and sales team and ensuring sales training and development for sales representatives and auxiliary sales team to increase performance levels.
* **Marketing and Sales skills:** Experienced in developing sales strategies in order to ensure the driving of sales.Knowledgeable in various elements of marketing for example, distribution management, pricing positioning and targeting, marketing research and promotion strategies
* **Distribution Management**: Experienced in availing product to the consumer that needs it. I have manageddistributor targeting, route allocation, route weighting and route coverage and completion.
* **Strategic Management:** Experienced in participating in development of strategic sales plans and developing andimplementing a solid and optimized RTM strategy aligned with Company objectives, utilizing existing Distribution Systems to fully exploit market potential.
* **Business Management:** Solid business management skills including. Financial management where I am incharge of budgeting for my department, team leadership, and project management. Experienced in developing and implementing strategic plans to meet set goals and objectives with the ability to coordinate culturally diverse and geographically dispersed teams and to build strong corporate and client relationships.
* **Competitor Analysis**: Experienced in identifying competitors and evaluating their strategies to determinetheir strengths and weaknesses relative to those of our own products.
* **Marketing:** Experienced in developing marketing strategies in order to ensure the achievement of set targets,weekly, monthly and annually. Knowledgeable in various elements of marketing for example, distribution management, market share management and marketing research and promotion of new brands.
* **Personnel Management:** Experienced in increasing organization’s effectiveness managing human resourcefunctions which involve, handling capacity development of the sales team. Where I coach and manage Account Developers in the area of jurisdiction.



* **Marketing Analysis:** Skilled in communicating customer insights to internal stakeholders and supportingdevelopment of new business strategies, identifying top business opportunities or gaps through analysis of available reports.
* **Relationship Management:** Ability to establish and grow strong relationships/partnerships with current andpotential clients. I have successfully built, maintained and grew relationships with the customers and attending to customer complaints to ensure customer satisfaction.
* **ICT Competence-** Proficient in using the MS suite, Email and Internet.

**WORK HISTORY**

**Head of Sales**

**Uganda; June 2018 to July 2019**

**Duties and Responsibilities**



* Developed Annual and Monthly Business / Product Development Plans for the existing and new Products and implement.
* Prepared Pricing & Discount Structure for the Products and implement.
* Kept track of market trends (including the movements in Global Markets) and to prepare Plan / Strategies for take corrective actions including timely revision of Pricing Structure & Discount Structures.
* Kept track of new Products and Development in the Metal Roofing, Tubes and Allied Building Products and work out
* Periodically reviewed the Credit Limits extended to Customers and suggest necessary changes based on the track records of the Customers and propose Credit Limits for new Customers for the approval and to ensure that customers’ accounts remains active and up-to-date and financial exposure of the Customers always remain within the approved credit limits
* Developed and strengthened customer base in Domestic and Export Market and improve market reach
* Tracked the incoming imports and competitors’ activities, pricing, new product launches, marketing strategies etc. and prepare plan or strategy for counter measures for approval. Upon approval, implement the plan / strategy and periodically review the effects / results and take corrective action.
* Coordinated and provide input to other departmental heads for planning for raw materials, production, in order to achieve full capacity utilization.
* Improved compliance with ERP systems with zero deviations from the processes
* Managed Performance of Sales Team, people and capability to meet Sales, Price Realization, Collection and Market Growth Targets as per the approved Monthly and Annual Budget.
* Consistently maintained sales volumes, product mixes and selling prices by keeping current with supply and demand and changing market trends.
* Successfully redesigned route to market in Kampala to create fit which resulted improved product availability in the market
* Retained the company’s top customers in the wake of strict competition, by devising and presenting them with discount options as appropriate at a tactical level**.**

**Country Sales Manager**

**Tanzania; November 2016 to May 2018**

**Duties and Responsibilities**



* Developed and implemented effective sales strategies
* Led nationwide sales team members to achieve sales targets
* Established productive and professional relationships with key personnel in assigned customer accounts
* Negotiated and closed agreements with large customers
* Monitored and analyzed performance metrics and suggest improvements
* Prepared monthly, quarterly and annual sales forecasts
* Performed research and identify new potential customers and new market opportunities
* Provided timely and effective solutions aligned with clients’ needs



* Liaised with Marketing and Product Development departments to ensure brand consistency
* Stayed up-to-date with new product launches and ensures sales team members are on board

**Key Achievements**

* Upon taking the role, I reassigned big dealers and territory managers and introduced an incentive scheme which increased revenue
* Successfully allocated sales people different regions, unlike how it was before where anyone could go anywhere this ensured; Product availability, Promotion and Visibility of the products hence increasing sales.
* Successfully increased client base by 40%. The number of dealers also increased from 5 dealers to 100 dealers.
* Introduced and Implemented a regional monthly meeting where all sales agent would convene this ensured accountability and growth of non-performing agents

**National Sales Manager**

**October 2014 to September 2016**

**Duties and Responsibilities**



* Oversaw the attainment of set volumes and revenue targets as per the business objective
* Ensured the adherence by customers to the set payment terms and conditions in order to meet the set DSO terms
* Ensured availability of product in all key markets and to end user
* Oversaw trade relationship building
* Formulate sales strategies in line with Company’s overall vision Annual Sales volume 1,495,000T
* Monitored competitor activities on regular basis and design and implement strategies to maintain market share position.
* Managed sales force to ensure SFE implementation
* Developed the sales SGA annual budget and ensure compliance throughout the year
* Developed new markets and customers to ensure business continuity at all levels
* Ensured effective linkages with logistics, Customer service, Marketing, Plants, Finance and other departments to

obtain synergies.

* Successfully oversaw the increase for market share from 26% to 29%
* Restructured and created dealers by region to bring about accountability.
* Successfully increased recruitment of retail customers from 105 to 323

**National Sales Manager** - Del Monte Kenya; May 2013 to September 2014–My major highlights for this positionincluded; Successfully restructured distribution by demarcating Nairobi to enhance more accountability by Del Monte Distributors, introduced and implemented bank guarantee requirement for dealers to enhance security against debt, effectively turned around two non performing sales people in the Company to performing team members and improved working capital requirements by collecting payment on time.

**OTHER PAST EXPERIENCES**

**Regional Sales Manager, Nairobi & Coas**t - GlaxoSmithKline-Consumer Division; 2009 to April 2013 - My key rolesincluded; led a sales force comprising of four Account managers and sixteen partner Van sales representatives. Tasked to deliver a total annual Sales Budget of KES. 611 Million OR US$ 9 Million, debt management, liaised with marketing to ensure effective formulation and implementation of marketing activities, planning, managing and implementing below the line activities in supermarkets and wholesale sector and in addition to the current role, I ran project Galaxy. This is intended to provide online link GSK system with all our trading Partners. During this period I was awarded; Best Sales Team – 2009, Best Sales Team – 2010, Best Regional Sales Manager & Sales Team; 2009 and 2010 and Best Regional Sales Manager - 2011, Successfully increased weighted redistribution of the key brands to about 75% in Nairobi, developed new channels (Nontraditional outlets) now contributing 5% of the business, executed Hedex Boda-Boda in Western and Nyanza effectively creating goodwill with the target consumers.

**Regional Sales Manager, Nairobi and Key Accounts** - GlaxoSmithKline–Consumer Division; 2005 to 2008

**Regional Sales Manager, Western, Nyanza and Rift Valley)** - GlaxoSmithKline–Consumer Division; 2002 to 2004

**Key Accounts Sales Representative** - GlaxoSmithKline–Consumer Division; 2000 to 2001

**Senior Territorial Sales Representative** - SmithKline Beecham; 1995 to 1999



**Territorial sales Representative Institutions** - Sterling Health; 1992 to 1994

**Key Achievement as Regional Sales Manager:**

* Best Regional Sales Manager & Sales Team - 2009 & 2010
* Increased weighted redistribution of the key brands to about 75% in Nairobi.
* Increased brand visibility in all strategic channels through placement of P.O.S and P.O.P at retail, wholesale and supermarket end.
* Developed new channels (NTO’S) now contributing 5% of the business
* Availability of the consumer brands has been well achieved.
* Was able to execute Hedex Boda Boda in Western and Nyanza effectively creating goodwill with the target consumers.
* Has been able to grow Nairobi which is now contributing 48% of the total business.
* Best Sales Team - 2009
* Best Sales Team – 2010
* Best Regional Sales Manager - 2011
* Redesigned distribution in Nairobi by demarcating Nairobi to enhance more accountability by Del Monte Distributors
* Turned around two non performing sales people in the Company to performing team members
* Have introduced bank guarantee requirements by Del Monte distributors to secure debt
* Improved working capital requirements by collecting payment on time
* Confirmed in position of National Sales Manager (Kenya)

**TRAINING**

**Corporate Governance -** Institute of Corporate Governance of Kenya; 2013

**Essentials of Leadership Dimensions -** Development Dimensions International; 2013

**Executive Coaching -** Career Connections; 2010

**Distributor Management skills -** Learning International; 2009

**Energy for Performance training skills -** Full Engagement training solutions; 2009

**Supervisory Skills** **-** Resource associates; 2007

**7 Habits for highly effective people -** Franklin Covey; 2005

