

JOHNSON ONAH TRIUMPH

Chief Strategy & Growth Executive

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Summary

Results-driven Strategy and Growth Executive with over 8 years of experience scaling operations, launching digital products, and driving cross-border expansion in fintech, digital commerce, and media. Proven ability to **lead high-performing teams, shape go-to-market strategies, and generate measurable revenue growth**. Has launched platforms, **secured investor funding, led award-winning marketing campaigns, and managed brand repositioning across MENA, LATAM, SEA, and Sub-Saharan Africa**. Combines strategic vision with executional rigor—**trusted by CEOs, founders, and investors to lead transformation and deliver results that matter**.

Skills

Growth & Market Entry: GTM design, paid media, influencer strategy, user acquisition (CPA & ROAS optimization)

Digital Product Leadership: Product lifecycle, consumer research, UX feedback loops

Data-Driven Execution: KPIs, retention analysis, revenue tracking, campaign insights

Investor Engagement: Deck building, fundraising communication, value proposition alignment

Revenue Growth & Fundraising: Investor pitch decks, commercial pipeline growth, low-CAC marketing, monetization strategy

Creative Strategy:: Brand voice, storytelling, campaign ideation and implementation

People & Process Leadership: Sprint execution, operations design, team development frameworks

Stakeholder Engagement: Board materials, CXO-level reporting, investor communications

Strengths

Cross-border Expansion Expertise

Ability to drive cross-border expansion across fintech and digital platforms.

Brand Repositioning Leadership

Expert in launching and repositioning brands in competitive international markets.

Cross-functional team Leadership

Proven ability to lead high-performing, cross-functional teams for optimized outcomes.

Investor Engagement Proficiency

Efficient in securing investor funding through strategic presentations and communication.

Global Market Expansion

Led entry into Ghana, Egypt, UAE, and USA, generating \$8M+ first-year revenue and achieving 85% operational readiness in 6 months.

Revenue Growth & Fundraising

300K+ in funding (Pulse Picks, Cerebre) and closed 4.2M+ client contracts (DMTCA, Grey).

Experience

Pulse Africa

Lagos, Nigeria

VICE PRESIDENT, DIRECT-TO-CONSUMER PRODUCTS

04/2024 - Present

- **Launched Pulse Picks**, a consumer-driven commerce platform, securing **\$100K+ in seed funding** with 95% investor approval. Drove **10K+ user acquisitions** within the first month post-launch, establishing a new revenue stream.
- **Negotiated 5 strategic partnerships** with Jumia, Spar, Beauty Hut, Uncover, and Mano, expanding market reach by **40%** and contributing to **25% quarterly revenue growth** through Nigeria's e-commerce ecosystem.
- **Co-led investor and brand presentations** with the CEO, delivering pitches that secured and garnered **15+ media features**, amplifying brand visibility across tech and retail sectors.
- **Introduced Agile sprint processes** and performance KPIs, boosting team delivery consistency by **40%** and reducing project timelines by **25%** through streamlined workflows.
- **Designed OKR tracking systems** and real-time dashboards, improving cross-functional alignment and accelerating decision-making speed by **30%**, enhancing operational accountability.

Grey

Lagos, Nigeria

MANAGER, GROWTH & GLOBAL MARKETING

05/2023 - 04/2024

- **Drove 233% user growth** (300K → 1M) across LATAM, SEA, and MENA via data-driven campaigns, achieving a **0.90 average CPA 2.5M+ in incremental revenue**.
- **Engineered go-to-market strategies for 7 markets**, reducing launch timelines by **35%** and enabling **90% operational readiness** for product rollouts in Nigeria, Kenya, UAE, and Mexico.
- **Spearheaded Gift Card feature launch**, securing **10K+ sign-ups in 30 days** (150% of target).
- **Scaled Limitless by Grey podcast** to **400K+ views** as a retention tool, boosting customer engagement by **20%** and contributing to a **15% reduction in churn**.
- **Pioneered global repositioning strategy**, transitioning Grey from a local fintech to a cross-border financial leader, capturing **50K+ new international users** and **30% revenue growth** in emerging markets.

Experience

DMTCA

Lagos, Nigeria

HEAD, GROWTH & INTERNATIONAL OPERATIONS

02/2020 - 05/2023

- **Orchestrated expansion into 4 markets** (Ghana, Egypt, UAE, USA), achieving **85% operational readiness** within 6 months of entry and capturing **\$300k+ in first-year revenue** through strategic talent acquisition, localized marketing, and partnership frameworks.
- **Led 30+ cross-functional teams** (digital, performance, creative), improving campaign execution efficiency by **35%** and reducing time-to-market by **25%** via streamlined workflows and agile resource allocation.
- **Closed \$600k+ in annual contracts** with tier-1 clients including SPAR, Parimatch, Medplus, and BetKing, leveraging data-driven proposals that outperformed competitors by **20% in ROI projections**.
- **Directed award-winning campaigns** such as BetKing's *That Feeling* (featuring Jay-Jay Okocha), driving **2.5M+ impressions** and **18% brand sentiment lift**, and Parimatch's launch with Asake, achieving **1.8M+ social engagements** in 3 months.
- **Elevated client retention to 75%** (from 52% in 2020) by implementing QA systems and stakeholder engagement protocols, securing **\$2.8M in contract renewals** and referrals.

Cerebre

Lagos, Nigeria

SENIOR STRATEGY PARTNER & BRAND GROWTH LEAD

02/2018 - 02/2020

- **Drove 200% revenue growth** over 3 years as a key executive leader, scaling agency revenue to **\$800K+** by expanding into fintech and healthcare verticals, securing **15+ enterprise clients**, and optimizing pricing strategies.
- **Launched Brandcheck**, a consumer insights platform adopted by Wakanow, Hygeia, and CI Leasing, generating **\$1M in annual recurring revenue** and improving client retention by **35%** through actionable market analytics.
- **Won \$700K+ in multi-channel contracts** with Ecobank Mobile, Sanofi, and VFD Group, delivering **22% average client revenue growth** via performance marketing and influencer partnerships that outperformed industry benchmarks.
- **Pioneered #MoreThanBanking Valentine campaign**, achieving a **4,945% engagement spike** (12K+ interactions) with a **\$250 budget—90% below average CPA**—and earning coverage in *Marketing Edge* as a viral case study.
- **Co-created #StaySafeNigeria**, a COVID-19 digital banking response campaign that reached **3M+ users**, drove **75K+ service adoptions**, and won the **Asian Banker Award**, elevating Cerebre's reputation as a socially impactful agency.

Habgito Nigeria Limited

Northern Nigeria

SOCIAL MEDIA & PARTNERSHIPS COORDINATOR

10/2017 - 12/2018

- **Spearheaded digital marketing strategy** for tiller sales in Northern Nigeria's agricultural sector, driving **consistent sales of 10+ units/month** (150% increase from baseline) and generating **\$120K+ in annual revenue** through targeted Facebook campaigns and localized WhatsApp engagement.
- **Boosted social media engagement by 100%** within 6 months via data-driven content optimization and paid promotions, achieving a **\$0.15 cost-per-engagement** (35% below industry average) and attracting **500+ qualified leads** for farm equipment inquiries.
- **Coordinated Habgito x Hello Tractor x USAID partnership**, training **100+ smallholder farmers** across 10 states on mechanized farming, resulting in a **30% increase in crop yields** and securing a **\$50K grant** for follow-up sustainability initiatives.
- **Designed omnichannel content frameworks** for Facebook, WhatsApp, and email, increasing conversion rates by **25%** and reducing campaign development time by **40%** through templated workflows and A/B testing.

Education

Chartered Institute of Marketing

Level 6 diploma in professional & digital marketing

2025

Chartered Institute of Marketing

Level 4 diploma in professional & digital marketing

2024

Udacity

Nanodegree in product management

2021

Orange Academy

Diploma in integrated brand experience & advertising

2019

Yaba College of Technology

Higher National Diploma in Metallurgical Engineering

2018

Yaba College of Technology

Ordinary National Diploma in Metallurgical Engineering

2015