

# EDWIN OTIENO ODIRA

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## Profile Summary

- Edwin has over 14 years' experience in championing the strategic agent and merchant growth in DFS industry. Having Launched 3 mobile money services and participated in the development of CANA (Core Agent Network Accelerator) training courses at Helix Institute of Digital Finance, Edwin has his core skill sets on Agent Network build-up strategy; Agent selection & on-boarding; Agent communication & branding guidelines; Agent network compensation; Agent monitoring & support; Agent Training Management; Agent Fraud Management and finally Liquidity Management.
- Edwin holds a Bachelor's degree in Commerce and Masters' degree majoring in Marketing from Rani Durgavarti University, Jabalpur-India. He also holds a Certificate in Anti Money Laundering Awareness from International Compliance Association (UK) and a Diploma in United Nations & International Understanding from the Institute of UN Studies, New Delhi-India.

## Work Experience

### Regional Head of Agent & Merchant Network at Globacom Company Ltd-Nigeria (2021-05-03 - 2024-02-29)

Location: Lagos-Nigeria

Responsibilities: Defining and developing agent and merchant network strategy for MPSB.

- Recruiting, deploying and managing regional staff.
- Introducing and developing regional staff KPIs.
- Conducting evaluation of weekly, monthly and quarterly regional staff performance.
- Planning and executing regional staff training and skills improvement.
- Developing regional RTM Strategy review and Implementation
- Defining and managing operational processes for agent and merchant on-boarding.
- Handling market coverage plan consisting of a number of routes, towns and channel partners including Glo World, Glo Zones and ConOil (MPSB).
- Producing regular regional management reports.
- Evaluating, analyzing and advising on mobile money trends across the regions and watching on competitor activities.

## Education

### Master's Degree in Masters Degree, Commerce Majoring in Marketing

Institution: RANI DURGAVATI VISHWAVIDYALAYA UNIVERISTY, JABALPUR, MP-INDIA | Dates: 2024-01-01 - 2024-02-29

Location: Jabalpur, Madhya Pradesh State-India

### Bachelor's Degree in Bachelors Degree-Commerce

Institution: RANI DURGAVATI VISHWAVIDYALAYA UNIVERSITY | Dates: 2001-03-01 - 2003-12-31

Location: JABALPUR, MADHAYA PRADESH STATE-INDIA

## Skills & Tools

Management, Leadership, Training, Agency Network, Merchant Network

# Languages

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ENGLISH & SWAHILI