
Damola Olusakin

Business Development

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Professional Summary

Strategic business development and product leader with over 10 years of experience in energy automation, electrical distribution, and industrial automation. Proven track record in leading go-to-market strategies, launching disruptive technologies, and developing partner ecosystems. Deep expertise in building automation, software-defined automation, and system integration. Adept at translating complex customer needs into high-impact business solutions that drive adoption and revenue growth.

Core competencies

- Business Development & Partner Enablement
- Pipeline Generation & Revenue Acceleration
- Strategic GTM Planning
- Customer-Centric Consultative Selling
- System Integrator & OEM Engagemen
- Stakeholder Relationship Management
- Product Evangelism & Market Insight
- Salesforce CRM | MS Office | SAP | MarTech Tools

EXPERIENCE

Ivy Charging Network - *Product Manager – EV Home Charging* **NOV 2023 - PRESENT**

- Drive product roadmap and go-to-market strategy for residential EV chargers across Ontario.
- Collaborate with sales and installation partners to grow adoption and customer satisfaction.
- Conduct competitive benchmarking and voice-of-customer research to refine offer and pricing.

Gridcrux Energy Solutions - *Head of Energy Automation* **NOV 2022 - NOV 2023**

- Launched new digital platforms and microgrid solutions for industrial and commercial clients.
- Built technical and commercial business cases for utilities and IPPs using automation software.
- Conducted cross-functional workshops and PoC sessions to identify solution-product fit.

Schneider Electric - *Senior Channel Sales Manager* **JAN 2020 - SEPT 2022**

- Championed the launch and adoption of BMS solutions in West Africa, winning major projects like Marriott Hotel (BMS + Room Automation).
- Grew partner pipeline and closed strategic deals with system integrators and specialized distributors.
- Drove end-to-end project success, from specification to value-based pricing and post-sale support.

Schneider Electric - *Channel Marketing & Pricing Manager*

JAN 2018 - DEC 2019

- Defined pricing strategy and managed delta price implementation for power distribution lines.
- Expanded into Ghana market and signed 4 new strategic partners totaling \$3M in annual revenue.

Schneider Electric - *Product Manager*

JAN 2013 - DEC 2017

- Managed full product lifecycle for circuit breakers, drives, contactors, and enclosures.
- Created go-to-market plans, pricing models, and promotional strategies with cross-functional teams.
- Provided technical input and collaborated with global R&D on offer enhancements.

EDUCATION

University of Leicester, United Kingdom - *MBA*

AUG 2017 - MAY 2021

Covenant University, Nigeria - *BEng, Electrical Engineering*

AUG 2006 - MAY 2011