OLUFEMI ADEKUNLE ODOFIN

LinkedIn ~ linkedin.com/in/olufemi-odofin-9924b638
Email ~ femiodofin@gmail.com
Phone ~ +44 (0)7311394789
United Kingdom.

I have over 14 years of experience in sales, commercial leadership, data analytics, and business operations, working with global corporations. I have a proven track record of driving growth, developing strategies, and utilizing data for insights. My strengths include communication, teambuilding, and stakeholder management. I am skilled in statistical modelling, machine learning, and business intelligence. In addition to my career, I volunteer as an academic tutor. I am a versatile and driven leader committed to achieving long-term business success. I am seeking a leadership position to lead a growing team/project.

EMPLOYMENT HISTORY

Digital Echoes | Kent, United Kingdom   **Jul. 2024 – Present**
Technology Tutoring
Data Analyst (Freelance/Work placement)

- Collect, extract, and consolidate data from various internal and external sources, including databases, spreadsheets, and other reporting tools.
- Conduct in-depth statistical analysis and modelling to identify meaningful patterns, trends, and insights within the data
- Develop interactive dashboards, visualizations, and reports to effectively communicate findings to stakeholders
- Translate complex data into actionable recommendations to support strategic business decision-making

Coca-Cola Hellenic Bottling Company   **Jun. 2018 – Feb. 2023**
Manufacturing Company – FMCG
Distributor Partner/Business Manager

- I was responsible for managing commercial metrics dashboards & reports, Asset Management, Plan Placement & Profitability
- Executed, coordinated, and led business reviews on all distributor/sub distributor operation KBIs, including procurement & supply chain from plant to the distributor.
- Led and ensured adherence to the daily routes scheduled to ensure numerical distribution/penetration and consumer satisfaction (Route to market)

Key Milestones:

- The Managed distributor partner (MDP) I managed was announced the most profitable MDP, growing VS previous Year in selling high value SKUs in the region within 5 months of my resumption as sales manager.
- Grew my partner's business by 300% within a three-year period.

Sanofi Pasteur   **Jan. 2015 – Mar. 2018**
Pharmaceutical Company
District Sales Manager (Country)

- I was responsible for defining and implementing the Sales and marketing strategies for all promoted products within Nigeria and ensured optimal utilization of country resources.
- I led, hired, managed, motivated, coached, supported, and developed the sales team within Nigeria.

- Developed and was responsible for collating and publishing the reports for the Nigerian business.

Key Milestones:
- I developed the model for Customer segmentation & targeting that is currently in use in West and East Africa.
- Successfully vaccinated several schools in partnership with 3rd party agents against vaccine preventable diseases.

CORE COMPETENCIES

Digital Competence, adaptability, stakeholder management, learning agility, Advanced problem solving, Cultural awareness, Creating Go-to-market plans, Business process improvement, Analytical & critical thinking.

Programming

Python, SQL, Tableau, Power BI

Tools

Scikit-learn, NumPy, Pandas, SciPy, Matplotlib, Seaborn, Python Machine Learning: Unsupervised Learning & Supervised Learning modelling; Training, Validating, Testing and Scoring, Overfitting, Underfitting, Bias-Variance Trade-Off, Outliers Management, Data Transformation, Binning, One-Hot-Encoding, Scaling, Exploratory Data Analysis, etc.

ACADEMIC BACKGROUND

Jan 2023 – Jun 2025	**Glasgow Caledonian University, Glasgow, Scotland** Master of Science – MSc, International Business Management (In-View)
Nov. 2014	**Obafemi Awolowo University, Ile-Ife, Nigeria** Executive MBA – Master of Business Administration **Grade:** B+
Jan. 2009	**Ahmadu Bello University, Zaria, Nigeria** Bachelor – Bachelor of Pharmacy **Grade:** Unclassified

VOLUNTEER AND COMMUNITY SERVICE

IntoUniversity – An Education Charity   **Apr. 2024 – Present**

Academic Support Tutor (Volunteer)
- Offering one-on-one or small group tutoring sessions to help students with their schoolwork, homework, exam preparation, and understanding of academic concepts.
- Tracking the academic progress of students to identify areas for improvement and provide additional support where needed.

CERTIFICATES, TRAINING AND MEMBERSHIP

Member of the Chartered Management Institute (CMI) – 2023 - Present

Data Science Training and Projects by Pairview Group UK - 2022

Customer Relationship Management Training by Cegedim Group, France 2016

STEM Ambassador - Volunteer at STEM LEARNING LIMITED – 2024 – Present.

REFERENCES

Available on request.