

STEPHEN KOFI OWUSU OPOKU

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PROFESSIONAL SUMMARY

Seasoned Key Account Manager with over 15 years of experience driving significant business growth and fostering strategic partnerships in the healthcare sector across West and Central Africa. Demonstrated success in managing complex accounts, negotiating high-stakes contracts, and collaborating with global funding agencies and research institutions. Proven track record of exceeding sales targets and delivering sustained revenue growth. Highly skilled in data analytics, business intelligence, and CRM management, with a strong technical background in full-stack development, data visualization, and statistical analysis. Adept at working in multicultural environments and excelling in roles requiring adaptability, analytical thinking, and meticulous attention to detail. Passionate about leveraging data-driven insights to inform strategic decisions and enhance business processes.

TECHNICAL SKILLS

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| ▪ People Management | ▪ Tableau, Power BI, SPSS |
| ▪ Account Management | ▪ Full Stack Development |
| ▪ Key Account Management | ▪ Statistical Analysis |
| ▪ CRM (Customer Relationship Management) | ▪ Budgeting & Forecasting |
| ▪ Business Development | ▪ Regulatory Compliance & Product Registration |
| ▪ KOL (Key Opinion Leader) Management | ▪ Supply Chain Management |
| ▪ Sales & Negotiation | ▪ Training & Development |
| ▪ Data Analysis & Visualization | |
| ▪ Project Management | |
| ▪ Advanced MS Excel | |
| ▪ Python, JavaScript, HTML5, CSS | |

PROFESSIONAL EXPERIENCE

Senior Key Account Manager

Cepheid | Jul. 2018 – Jun. 2023

- **Responsible for the West African Market (Nigeria, Ghana, Liberia, Sierra Leone, The Gambia):** Managed product registration processes and prepared regulatory packages for West and Central Africa, including Nigeria and Ghana.
- **Represented the company at international scientific conferences and trade shows:** Enhanced brand presence and engaged with stakeholders globally.
- **Proposal Development:** Planned and wrote proposals for product evaluations in collaboration with research institutions, fostering strategic partnerships and driving healthcare innovation.
- **Channel Partner & Distribution Management:** Oversaw channel partner and distribution business in the region.
- **Funding Agency Collaboration:** Managed relationships with global funding agencies such as the Global Fund, PEPFAR/USAID, and others, collaborating on initiatives related to TB, HIV, Hepatitis, and other diseases.

- **Strategic Partnerships:** Secured funding for critical healthcare projects and engaged research institutions to drive innovation in healthcare.
- **Revenue Growth:** Consistently delivered on the regional budget for West and Central Africa, achieving a 300% accumulated growth by the end of 2022.
- **KOL Management:** Managed key opinion leaders and maintained strong relationships with stakeholders.
- **Business Process Improvement:** Implemented strategies to improve business processes and stay ahead of industry competition.
- **Sales & Contract Management:** Managed sales contracts, service level agreements, and account planning.
- **Data Analytics & CRM:** Utilized CRM tools for sales forecasting, funnel management, and business intelligence.

Sales Manager

Becton Dickinson (BD) | Oct. 2013 – Jun. 2018

- **Sales Management for West Africa:** Oversaw sales operations and managed funded programs for Tuberculosis (TB) and HIV in West Africa.
- **Training & Development:** Conducted training on liquid culture for TB, blood culture, bacterial identification, and sensitivity testing in the region.
- **Channel Partner & Distribution Management:** Managed channel partners and distribution networks.
- **Supply Chain Management:** Oversaw supply chain operations and customer support.
- **Capital Equipment Placement:** Managed capital equipment placement and reagent business.
- **Stakeholder Engagement:** Worked with NACA, National TB Programs, HIVN, Noguchi, NIMR, Nigerian CDC, US CDC, FHI 360, PEPFAR, and other key stakeholders.
- **Product Registration & Compliance:** Oversaw product registration and compliance for TB and HIV funded programs across West Africa.
- **International Representation:** Represented BD at international conferences and trade shows, strengthening industry connections and promoting product lines.
- **Proposal Development:** Developed and submitted proposals for product evaluations with research institutions, supporting collaborative projects and clinical trials.

Sales and Applications Specialist

Becton Dickinson (BD) | Mar. 2009 – Sep. 2013

- **Sales & Business Management:** Managed sales operations and business development.
- **Laboratory SOP Management:** Oversaw laboratory standard operating procedures (SOPs) and conducted bench training.
- **Equipment Installation & Training:** Installed and trained customers on laboratory equipment.
- **TB & DR-TB Culture Training:** Conducted training for clinical and research laboratories on TB and drug-resistant TB culture.
- **Customer Support:** Provided technical support and managed capital equipment placement.
- **Product Registration:** Handled product registration and regulatory requirements for new laboratory equipment and diagnostics.
- **International Representation:** Engaged stakeholders at international conferences and trade shows, demonstrating technical expertise and building brand recognition.
- **Proposal Development:** Drafted proposals for product trials and evaluations, collaborating with research institutions to promote innovative solutions

EDUCATION

- **Diploma in Full Stack Development** | Code Institute, Dublin, UK | 2023 – Present
- **MSc. Data Analytics and Information Systems** | Arden University, Berlin, Germany | 2022 – Present
- **MSc. Clinical Microbiology** | KNUST, Kumasi, Ghana | 2004 – 2007
- **BSc. Biological Sciences** | KNUST, Kumasi, Ghana | 1999 – 2003

CERTIFICATIONS & TRAINING

- **UK Anti-bribery Law, Foreign Corrupt Practices Act (FCPA)** | Jan. 2019
- **Ethical Fitness and Business Compliance** | BD University | Aug. 2013
- **Intermediate and Advanced Excel** | Advanced Information Technology Institute, Ghana | May 2012
- **Developing Trainer Skills** | BD University | May 2011
- **Critical Skills for Profitable Negotiation** | Pearl & Clark | Apr. 2010

CONFERENCES & ASSIGNMENTS

- **6th African Conference on Emerging Infectious Diseases and Biosecurity** | Accra, Ghana | Oct. 2022
- **Africa Regional Virology Conference** | Mar. 2022
- **ICASA HIV Conference** | Kigali, Rwanda | Dec. 2019
- **African Society of Laboratory Medicine (ASLM)** | Abuja, Nigeria | Dec. 2018
- **INTEREST Conference: Liver Diseases in Africa** | Cairo, Egypt | May 2018
- **ICASA HIV Conference** | Abidjan, Côte d'Ivoire | Dec. 2017
- **Africa Union TB and Lung Disease Conference** | Abuja, Nigeria | Mar. 2016
- **World Union TB and Lung Disease Conference** | Cape Town, South Africa | Oct. 2015
- **Africa Union TB and Lung Disease Conference** | Accra, Ghana | Jul. 2015
- **World Union TB and Lung Disease Conference** | Barcelona, Spain | Oct. 2014
- **World Union TB and Lung Disease Conference** | Paris, France | Oct. 2013
- **African Centre for Integrated Laboratory Training (ACILT)** | Johannesburg, South Africa | Jul. 2012
- **World TB and Lung Disease Conference** | Kuala Lumpur, Malaysia | Nov. 2012
- **World Union Conference on TB and Lung Diseases** | Kuala Lumpur | Oct. 2011
- **Africa Union Conference on TB and Lung Diseases** | Ouagadougou | Nov. 2010

LANGUAGE SKILLS

- English: C2 (Proficient)
- German: A2 (Elementary)
- French: A2 (Elementary)