

BETTY JEPKOECH RUTTO

Contact



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Education

MBA Project Management
Daystar University
Ongoing

Bachelor of Computer Science
Kabarak University
2012

AiCE- AI Career Essentials
ALX Africa
2024

CCNA and Cyber Security
Certifications
JKUAT
2019

Kenya Certificate of Secondary
Education
AIC Kessup Girls High School
2007

Professional Summary

I am a seasoned professional in the telecommunications industry, specializing in strategic account management, CRM, and channel partner development. My expertise lies in fostering strong client relationships, understanding their unique needs, and delivering tailored solutions that exceed expectations. I have a proven track record of driving business growth through effective account management strategies, innovative sales techniques, and proactive problem-solving. Committed to staying abreast of industry trends and market dynamics, I continuously strive for excellence and aim to deliver exceptional value in this ever-evolving landscape. seeking a new opportunity where I can apply my diverse skill set to drive business success.

Work Experience

June 2017 to date

Telkom Kenya Ltd, a leading telecommunications provider in Kenya

Strategic Account Manager, Enterprise Division (Public Sector)

- Responsible for account sales and business development, client relationships management, channel and partnership management, as well as forecasting and reporting
- Pursue new business through cold calling, lead research, and trade show attendance to expand market reach
- Strategically target and acquire new business to enhance company growth and revenue
- Contribute innovative marketing ideas to develop compelling sales pitches for new products
- Develop and implement detailed quarterly sales plans to meet and exceed targets
- Oversee a diverse portfolio of nearly 200 client accounts, ensuring excellent client satisfaction
- Strengthen current business relationships through consistent communication and reliable product delivery
- Foster enduring customer relationships by understanding and delivering tailored solutions
- Conduct thorough account research to maximize business opportunities
- Drive targeted call campaigns and radiating sales within the assigned partner community, while also analyzing territory/regional data, trends, and other operating metrics.
- Schedule and conduct meetings and software demonstrations with potential clients
- Building and maintaining customer profiles utilizing CRM and other systems and tools
- Provide timely and accurate sales forecasts to support management decisions

Skills

- Market Expansion
- Strategic Acquisition
- Innovative Marketing
- Sales Planning
- Client Management
- Relationship Building
- Contract Negotiation
- Market Research
- Business Development
- Stakeholder Engagement
- Pricing Negotiation
- Sales Forecasting
- Record Keeping
- Reporting Skills
- Customer Service
- Competitive Analysis

Areas of Expertise

- CRM (Customer Relationship Management)
- Account Management
- Channel Partners
- Strategic Account planning
- Project management
- Value based selling
- Up selling
- Revenue Growth

Key Achievements

- Played a pivotal role in achieving company's business goals with top client firms, leading to increased sales and strengthened relationships
- Achieved 84% incremental revenue growth in an 18-month sales portfolio revitalization project in 2018
- Surpassed sales targets by 115%, focusing on personalized service, relationship-building, client education, and networking, ranking as the 7th top-producing account manager out of 17
- Developed a compelling value proposition resulting in a deal worth 36M in annual revenue with NSSF
- Successfully onboarded Kenya Airports Authority as a client, generating 12M in annual revenue
- Manage and oversee operations at the National Registration Bureau, facilitating the registration of over 24 million individuals annually
- Spearhead financial strategies and operations at the Agricultural Finance Corporation, leading to the disbursal of over 6 million units of agricultural finance annually
- Successfully expanded market share despite challenging market conditions with declining shares

Dec 2014 to May 2017

Kinde Engineering Works Ltd, a leading local Company that provides innovative and quality ICT & infrastructure solutions

Account Manager/Team Leader

- Oversaw premium sales and services for large accounts, enhancing satisfaction
- Developed robust pipelines within existing accounts for increased penetration
- Closed software solutions sales and company products/services through consultative selling
- Provided regular updates to management with detailed activity and results reports
- Cultivated client relationships to increase market share and enhance customer satisfaction
- Coordinated internal operations for effective sales support and customer education
- Nurtured partner relationships for collaborative selling
- Provided competitor updates and performance evaluations
- Ensured target attainment through personnel management and recognition initiatives

Key Achievements

- Secured an annual contract valued at 4 million with Kajiado County for internet connectivity and LAN cabling services
- Consistently ranked as a top 5 revenue producer
- Drove new sales opportunities from inception to closure with deals ranging from 4M to 6M.
- Developed strong relationships with customer executives, managed the sales pipeline, negotiated contracts, and served as the primary point of escalation for account issues

Technical Proficiencies

- Salesforce.com
- CRM Systems
- Microsoft Office
- Operating Systems (Windows, Linux)
- Other Applications (Pastel, SPSS, Oracle, Xampp/Wampp, Joomla)
- SWOT
- Voice of Customer (VOC)
- Tracking Customer Goals
- Account Planning
- Quarterly Business Reviews (QBRs)

Jan 2013 to November 2014

Intracom Limited, a global telecommunication systems vendor headquartered in Nairobi, Kenya

Accounts Executive

- Initiated consultative needs assessments with prospective clients, tailoring product solutions to address specific requirements
- Identified and addressed communication needs of clients, offering tailored solutions to meet business objectives
- Created and delivered comprehensive sales proposals and presentations, highlighting product benefits
- Generated leads independently through methods including telephone outreach, cold calling, networking, and industry events
- Collaborated with channel partners to exceed sales targets through annual sales plans and joint marketing strategies
- Successfully met monthly revenue targets aligned with key performance indicators for a specific fiscal year

Key Achievements

- Successfully finalized a \$75,000 agreement with KCB Bank for the implementation of the Arbor network security solution
- Secured a \$65,000 contract with NIC Bank for the deployment of the Symantec security software solution

August 2011-October 2011

United States International University (USIU)

Attaché

- Conducted installation and configuration of computer hardware, operating systems (including Windows and Linux), and various applications such as Microsoft Office, Pastel, SPSS, Oracle, Xampp/Wampp, Joomla, etc
- Monitored and maintained computer systems both onsite and remotely to ensure continuous operation
- Identified and resolved system and network issues
- Installed and configured Windows 7 and Windows Server 2008 systems to meet organizational requirements

Referees

Mr. Ronald Luvale

Team Leader, Public SectorTelkom Kenya

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