

# Betty Jepkoech Rutto

## ## Professional Summary

### \*\*Experienced Telecommunications Professional\*\*

I am a seasoned expert in the telecommunications industry, specializing in strategic account management, CRM, and channel partner development.

### \*\*In-Depth Expertise and Industry Leadership\*\*

My expertise lies in fostering strong client relationships, understanding 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. I am seeking a new opportunity where I can apply my diverse skill set to drive business success.

## ## Contact Information

- \*\*Phone Number:\*\* 0723168128 / 0777168120
- \*\*Email Address:\*\* bettyrutto31@gmail.com

## ## Education

### #### AiCE - AI Career Essentials (2024)

#### \*\*ALX Africa\*\*

Completed a comprehensive course on artificial intelligence, enhancing my understanding of AI technologies and their applications in business to drive innovation and efficiency.

### #### MBA Project Management (Ongoing)

#### \*\*Daystar University\*\*

I am currently pursuing a Master of Business Administration with a focus on Project Management, equipping myself with advanced knowledge and skills in managing projects efficiently and effectively, which complements my professional experience in telecommunications.

### #### CCNA and Cyber Security Certifications (2019)

#### \*\*JKUAT\*\*

Gained certifications in Cisco Certified Network Associate (CCNA) and Cyber Security, strengthening my technical expertise in network infrastructure and information security.

### #### Bachelor of Computer Science (2012)

#### \*\*Kabarak University\*\*

Earned a degree in Computer Science, providing a solid foundation in software development, database management, and network security, which has been instrumental in my career in telecommunications and IT solutions.

### #### Kenya Certificate of Secondary Education (2007)

#### \*\*AIC Kessup Girls High School\*\*

Completed secondary education with a strong academic record, laying the groundwork for my further studies and career achievements.

## ## Skills

### ### Key Competencies

- \*\*Market Expansion:\*\* Proactively identifying and pursuing new market opportunities.
- \*\*Strategic Acquisition:\*\* Developing and executing strategies to acquire key clients.
- \*\*Innovative Marketing:\*\* Crafting creative marketing campaigns to drive sales.
- \*\*Sales Planning:\*\* Designing detailed sales plans to meet and exceed targets.
- \*\*Client Management:\*\* Building and maintaining strong relationships with clients.
- \*\*Relationship Building:\*\* Fostering enduring connections with key stakeholders.
- \*\*Contract Negotiation:\*\* Effectively negotiating contracts to maximize value.
- \*\*Market Research:\*\* Conducting thorough market analysis to inform strategy.
- \*\*Business Development:\*\* Driving business growth through strategic initiatives.
- \*\*Stakeholder Engagement:\*\* Engaging stakeholders to ensure project success.
- \*\*Pricing Negotiation:\*\* Negotiating pricing strategies to benefit both parties.
- \*\*Sales Forecasting:\*\* Predicting sales trends to inform business planning.
- \*\*Record Keeping and Reporting:\*\* Maintaining accurate records and reporting on performance.
- \*\*Customer Service:\*\* Delivering exceptional service to enhance client satisfaction.
- \*\*Competitive Analysis:\*\* Analyzing competitor activities to stay ahead in the market.

### ### Technical Proficiencies

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

## ## Work Experience

### ### Strategic Account Manager, Enterprise Division (Public Sector)

**Telkom Kenya Ltd**

\*June 2017 to Present\*

- **Responsibilities:**
  - Lead account sales and business development initiatives.
  - Manage client relationships and oversee channel and partnership management.
  - Pursue new business opportunities through cold calling, lead research, and trade show attendance.
  - Develop innovative marketing strategies to create compelling sales pitches.
  - Implement quarterly sales plans to meet and exceed targets.
- **Key Contributions:**
  - Achieved an 84% incremental revenue growth in an 18-month sales portfolio revitalization project in 2018.

- Surpassed sales targets by 115%, ranking as the 7th top-producing account manager out of 17.
- Secured a deal worth 36M in annual revenue with NSSF.
- Onboarded Kenya Airports Authority as a client, generating 12M in annual revenue.
- Managed operations at the National Registration Bureau, facilitating the registration of over 24 million individuals annually.

#### ### Account Manager/Team Leader

**\*\*Kinde Engineering Works Ltd\*\***

**\*Dec 2014 to May 2017\***

- **\*\*Responsibilities:\*\***
  - Oversaw premium sales and services for large accounts.
  - Developed pipelines within existing accounts for increased penetration.
  - Closed software solutions sales and provided consultative selling.
  - Updated management with detailed activity and results reports.
  - Coordinated internal operations for effective sales support.
- **\*\*Key Contributions:\*\***
  - Secured an annual contract valued at 4 million with Kajiado County.
  - Consistently ranked as a top 5 revenue producer.
  - Drove new sales opportunities from inception to closure.
  - Cultivated strong relationships with customer executives.
  - Managed sales pipeline and negotiated contracts effectively.

#### ### Accounts Executive

**\*\*Intracom Limited\*\***

**\*Jan 2013 to Nov 2014\***

- **\*\*Responsibilities:\*\***
  - Conducted consultative needs assessments with prospective clients.
  - Identified and addressed communication needs of clients.
  - Created and delivered comprehensive sales proposals and presentations.
  - Generated leads independently through various methods.
  - Collaborated with channel partners to exceed sales targets.
- **\*\*Key Contributions:\*\***
  - Finalized a \$75,000 agreement with KCB Bank for a network security solution.
  - Secured a \$65,000 contract with NIC Bank for Symantec security software.
  - Consistently met monthly revenue targets.
  - Developed strong client relationships through consultative selling.
  - Achieved significant sales growth within a competitive market.

#### ### Attaché

**\*\*United States International University (USIU)\*\***

**\*Aug 2011 to Oct 2011\***

- **\*\*Responsibilities:\*\***

- Conducted installation and configuration of computer hardware, operating systems, and applications.
- Monitored and maintained computer systems to ensure continuous operation.
- Identified and resolved system and network issues.
- Installed and configured Windows 7 and Windows Server 2008 systems.
- Provided technical support and troubleshooting for various software applications.
- Assisted in the development of IT infrastructure projects.

## ## Why Choose Me

1. **\*\*Proven Track Record:\*\*** Demonstrated success in driving revenue growth and exceeding sales targets.
2. **\*\*Client-Centric Approach:\*\*** Committed to understanding and meeting client needs with tailored solutions.
3. **\*\*Innovative Thinking:\*\*** Capable of developing creative strategies to solve complex problems.
4. **\*\*Industry Expertise:\*\*** Deep knowledge of the telecommunications industry and market trends.
5. **\*\*Relationship Building:\*\*** Skilled in fostering long-term relationships with clients and stakeholders.
6. **\*\*Analytical Skills:\*\*** Strong ability to analyze data and market conditions to inform decision-making.

## ## Hobbies and Interests

- **\*\*Reading:\*\*** Keeping up with industry trends and business strategies, as well as enjoying a variety of literature genres.
- **\*\*Traveling:\*\*** Exploring new cultures and understanding global market dynamics, which enrich my professional perspective.
- **\*\*Technology:\*\*** Staying updated on the latest technological advancements and innovations to remain at the forefront of industry developments.
- **\*\*Networking:\*\*** Building professional connections and learning from industry leaders to continuously improve my skill set.
- **\*\*Fitness:\*\*** Engaging in physical activities like jogging and yoga to maintain a healthy work-life balance.
- **\*\*Volunteer Work:\*\*** Participating in community service projects to give back and make a positive impact.

## ## Referees

- **\*\*Mr. Ronald Luvale\*\***
  - Team Leader, Public Sector, Telkom Kenya
  - Email: rluvale@telkom.co.ke | Tel: +254771172900
- **\*\*Mr. Cyrus Njuguna\*\***
  - Sales Manager, Kinde Engineering Works Ltd
  - Email: Cyrusmwg@gmail.com | Tel: +254 723 769 273
- **\*\*Mr. Ronald Yona\*\***
  - Chief Commercial Officer, Intracom Limited
  - Email: ronald@intracom.co.ke | Tel: +254 710 959 954