

## Professional Summary

Results-driven SA10 Sales Strategist with 12+ years of experience in transforming traditional sales operations into Agile & Effective Multichannel Management. Proven track record of driving business growth, leading cross-functional teams, and developing innovative sales strategies for Cooperative, National, and MNC Organizations in the FMCG and Agribusiness sectors.

## Professional Experience

### Head of Sales Strategy & Operations (SA10)

Inazuma.co | January 2020 - Present

### Senior Sales Manager (SA7)

Green Earth Agro Ltd. | June 2018 - December 2019

#### **Key Achievements:**

- Increased sales revenue by 25% within 12 months through strategic account management and team leadership
- Developed and implemented a rural marketing strategy, resulting in a 30% increase in market share

#### **Responsibilities:**

- Led a team of 10 sales professionals, providing coaching and guidance to achieve sales targets
- Conducted market research to identify new business opportunities and developed targeted sales strategies

### Sales Operations Manager (SA5)

Dairy Delights Cooperative | March 2015 - May 2018

#### **Key Achievements:**

- Streamlined sales operations, reducing costs by 15% and increasing efficiency by 20%
- Collaborated with the product development team to launch a new product line, resulting in a 20% increase in sales

#### **Responsibilities:**

- Managed the sales operations team, overseeing order fulfillment, inventory management, and logistics
- Analyzed sales data to identify trends and developed data-driven sales strategies

## **Sales Representative (SA2)**

Fast Consumer Goods Inc. | January 2012 - February 2015

### **Key Achievements:**

- Consistently met or exceeded monthly sales targets, earning recognition as a top performer
- Developed strong relationships with key accounts, resulting in a 25% increase in repeat business

### **Responsibilities:**

- Generated new business leads and converted them into sales opportunities
- Provided excellent customer service, ensuring high customer satisfaction ratings

## **Education**

### **Master of Business Administration (MBA)**

University of Michigan - Ross School of Business

### **Relevant Coursework:**

- Marketing Management
- Strategic Management
- Operations Management

## **Technical Skills**

### **Sales & Marketing:**

- Sales Operations
- Sales Management
- Account Management
- Channel Sales
- Market Research
- Marketing

### **Business & Strategy:**

- Business Development
- Business Planning
- Business Strategy
- Market Planning
- Strategy

**Industry Knowledge:**

- Dairy
- FMCG
- Agribusiness
- Rural Development

**Leadership & Management:**

- Team Management
- Distributed Team Management
- Management