

## Professional Summary

Results-driven finance professional with over 12 years of experience in driving sales growth, managing high-performing teams, and developing strategic partnerships. Proven track record of success in telecommunications, sales management, and business development, with a strong background in data-driven decision making and customer-centric approach.

## Professional Experience

### Director of Sales & Revenue Growth (FI09)

Inazuma.co | January 2020 - Present

### Senior Sales Manager (FI07)

Nexa Communications | June 2018 - December 2019

#### Key Achievements:

- Increased sales revenue by 25% within the first year through targeted marketing campaigns and strategic account management.
- Developed and implemented a sales operations framework, resulting in a 30% reduction in sales cycle time.

#### Responsibilities:

- Managed a team of sales representatives, providing coaching and guidance to ensure sales targets were met.
- Collaborated with the product management team to launch new telecommunications products, resulting in a 20% increase in market share.

### Sales Team Lead (FI05)

Pulse Telecom | March 2015 - May 2018

#### Key Achievements:

- Consistently exceeded quarterly sales targets, earning recognition as a top-performing sales team lead for three consecutive years.
- Successfully onboarded and trained new sales team members, reducing the average ramp-up time by 40%.

#### Responsibilities:

- Led a team of sales representatives, focusing on direct sales, cross-selling, and relationship management.
- Worked closely with the marketing team to develop targeted campaigns, resulting in a 15% increase in lead generation.

## **Business Development Manager (FI03)**

Apex Marketing Solutions | January 2012 - February 2015

### **Key Achievements:**

- Identified and pursued new business opportunities, resulting in a 50% increase in client acquisitions within the first year.
- Developed and maintained strategic partnerships with key clients, leading to a 25% increase in repeat business.

### **Responsibilities:**

- Conducted market research and analyzed industry trends to inform business development strategies.
- Collaborated with the sales team to design and implement sales performance goals and monitoring systems.

## **Education**

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

Harvard Business School

### **Relevant Coursework:**

- Marketing Management
- Financial Management
- Strategic Management

## **Technical Skills**

### **Sales & Marketing:**

- Sales Management
- Key Account Management
- Sales Operations
- Product Management
- Direct Sales
- Cross Selling
- Team Management
- Relationship Management

### **Digital & Data Analysis:**

- Digital Marketing

- Statistical Analysis
- Data-Driven Decision Making

**Industry Knowledge:**

- Telecommunications
- Modern Trade
- Channel Account Management
- Small Business Management

**Soft Skills:**

- Communication
- Customer Service
- New Business Development