

GRAHAM DEAN

Regional Business Development	Extensive experience in identifying growth opportunities in challenging markets and forming business relationships to develop these.
Country Management	Managing the introduction and distribution of construction chemicals in developing markets, through Direct and Indirect routes to market.
African experience	A 25-year track record of increasing the sales and margins of construction chemical manufacturers in Africa.
Sales Management	Demonstrated proficiency in achieving significant sales through promoting the full range of construction chemicals.

CAPABILITIES

Regional Business Development

- Setting and implementing strategies to meet challenging sales, margin, and profitability targets
- Technically proficient in the construction chemicals sector
- Well established territory information network producing a robust and enduring project pipeline
- Management of local partners and stakeholders to achieve challenging sales targets
- Skilled at identifying and implementing Direct and Indirect routes to market

Country Management

- Proven track record of working with territory partners and agents
- Strong reporting skills providing complete and timely business results
- Demonstrated competence in launching new production facilities
- Skilled at recruiting, vetting, and training of all new staff (including the mentoring of the sales team)
- Management of local Sales and Production personnel, to maximise their potential and achieve targets
- Proficient at researching a territory thoroughly and developing strategies to capitalise on sales opportunities
- Able to build professional relationships with employees, clients, and channel partners
- Development of business in a cost effective and risk adverse way

African experience

- Well established information network and contacts throughout the region
- Able to understand local challenges, sensitive to local conditions and cultural norms
- Able to develop innovative solutions to solve problems
- Extensive experience of living and working in Africa and other developing markets

Sales Management

- Adept at defining, planning, and implementing short, medium, and long-term sales strategies
- Accomplished at achieving sales, margin, receivables, and inventory targets
- Building corporate values through lasting relationships with stakeholders and partners
- Skillful presenter, teaching a 'how to approach' for selling, and training of partners
- Proficient at presenting to stakeholders, utilising value-added sales skills
- Experienced at selling the complete range of construction chemicals range, capitalising up selling / cross selling
- Using consulting skills to understand customer needs and identify sales opportunities
- Encourage and facilitate a two-way knowledge transfer

Personal Skills

- Excellent interpersonal skills and capable of communicating and presenting at all levels
- Able to collaborate and build long standing relationships
- Tactful and diplomatic, able to achieve goals through negotiation and compromise

Other

- Excellent written and verbal communication skills
- Energetic and entrepreneurial
- Computer literate

EMPLOYMENT

Regional BDM, Sub Sahara Africa

Mapei, Dubai

January 2018 – present

Responsible for sales in the start-up team of Mapei East Africa based in Nairobi, Kenya.

- Grew a trading business to revenue of US\$ 4.5m in four years
- Mentored and motivated a young sales team to maximise sales opportunities
Generated sales growth of 70% in 2022 against 2021.
- Identified high value major projects in Eastern Africa region. Forecasting of opportunities for sales.
Communicated with key decision makers to close sales.
Sales to major project in 2022 contributed US\$ 1.10m to sales.

Country Manager, East Africa

BASF, Nairobi, Kenya

June 2011 – January 2018

Managed the growth from feasibility study to a profitable business unit with revenue of US\$ 6.3m in six years.

- Proposed the establishment of an admixture production unit in Dar es Salaam
Became the largest producer of Admixtures in Tanzania within 12 months.
- Initiated the recruitment of a Chinese speaking salesman to complement the existing East Africa sales team.
Achieved sales exceeded US\$ 2m to Chinese projects within 18 months.
- Local management of the construction of an Admixture factory and warehouse in Nairobi
Factory and warehouse opened on time and on budget.

Regional BDM, Sub-Sahara Africa

BASF
Dubai, Cairo, Johannesburg

October 1998 – June 2011

- Changed the business model from opportunistic export sales to a US\$ 11m business
- Instrumental in establishing BASF Construction Chemicals in East Africa
- New Distributors established in Yemen, Sudan, Ethiopia, Kenya, Uganda, Tanzania, Rwanda, Botswana, Zambia, Namibia, Angola, Madagascar, and Mauritius.
- Additional routes to market established to Eritrea, Djibouti, South Sudan, Seychelles, and DRC.

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