

Kenneth Atisele

Business Development/Technical Sales - B2D, B2B & B2C

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SUMMARY

Highly motivated and Astute Business Developer with extensive Sales Experience and strong focus on supporting cross-functional teams to increase Customer Satisfaction through process improvement. A great team player, consistently exploiting my potentials to offer initiatives and expertise. I am also Persuasive in negotiating contracts and closing deals quickly with exceptional knowledge of Banking and Corporate solutions, strategic planning, People, Project Management and Decision making with over ten years of proven track record in Sales, Support, Product Management and Development in Financial Institution like UBA, Keystone Bank and Fidelity Bank and most recently a FinTech – Callphone Limited.

WORK EXPERIENCE

Airvend Payment Services Limited (Formerly Callphone Limited)

Head of Business Development and Sales

Feb 2024 - Date

My responsibility is to drive business expansion with specific emphasis on the payment Gateway (PSSP), PTSP and Super-Agent License and Product lines. With extensive experience in the payment industry, i have been able to drive a 45% growth in transactions volume to over N3bn Monthly and a 58% Revenue growth to over N50m Monthly within 3 months of resumption while supervising a highly sophisticated team that covers APIs and Partnership, Digital distribution and Payment Gateway, Marketing and the Digital Team (Social Media Manager and SEO/Content Specialist). A publication of Airvend Growth Analysis can be found on LinkedIn(https://www.linkedin.com/posts/precious-ekzie_paymentsolutions-paymentgateway-activity-192174763480432640-Myt?utm_source=share&utm_medium=member_desktop)

Responsibilities

- ❖ Achieved top tier commercial growth by focusing on meeting customers needs and strategic targets and KPIs for personal growth and development including meeting sales projections, generate ongoing sales opportunities and achieve the company and individual KPI goals.
- ❖ Maximized sales performance by establishing strong relationships and gaining insight into the needs and lifestyle of the customer.
- ❖ Developed, and maintained thorough company and product knowledge, research customers need and identify how the company's solution can meet and exceed customer need and expectation.
- ❖ Represent Callphone serving as a Brand ambassador with a comprehensive understanding of the company's products and offerings.
- ❖ Generated leads and committed to excellent customer service throughout the sales cycle
- ❖ Adjusted sales techniques based on interactions and results in the field and provided valuable feedback to improve customer experience
- ❖ Performed incisive and insightful market and competitive research based on expansion plans
- ❖ Collaboration: worked with individuals and teams across Callphone to ensure the best possible customer experience and to develop self and team members.

Key Achievements

- ❖ Closed key deals that involved white-labeling Callphone's Fintech Flagship product Airvend - bills payment/VAS for a Commercial Bank, Implemented and On-boarded several FinTechs on the Virtual Account As A Service Product (VAaaS), Co-sponsored the TedX Enugu Event where Airgate (Payment Gateway solution) was deployed for ticketing alongside PayStack (Selar), Secured award letter from ISW for Fintech in a box for Co-Branded Card issuance, Co-Implemented MPGS with ISW and two (2) Commercial banks (for card routing), Pay-with-transfer (PwT) from 2 Commercial Bank using Dynamic Virtual Accounts and GooglePay on Airvend, Introduced a hospitality solution on NexGO N82 including PWT, Contactless and NQR payment options, mandated several Middleware solution deployments, supervised several API consumptions by partners, spearheaded PTSP agreements with several Commercial Banks and rolled-out a corporate disbursement product which significantly increase

Transaction count and Revenue. This led to a record breaking business performance of making a profit for a financial year in the history of the Airvend. [..\Downloads\Internal Memo on 2024 Performance.pdf](#)

Fidelity Bank Plc
Ag. Head, eBanking Sales

Sept 2015 – Jan 2024

Responsible for over 75% of Regional growth spanning six years through new customer acquisition. Developed strategic plans to increase market share and profitability contributing N30bn in E-Banking Revenue for 2021 FY. Supervised 25 Regional E-Sales Coordinators and 70 Contract Support Staff Bank-wide as Acting Head of Sales. Activities include prospecting, account planning, presentations, negotiations, up-sell, cross-sell and account management.

Responsibilities

- ❖ Developed Go-to-Market strategy and execution for All E-Banking Products Which led to a significant 60% growth on all Retail and Corporate Products by securing Quality Mandates and driving migrations to Electronic Channels alongside providing excellent customer experience through relationship Management.
- ❖ Maintained Customer Portfolio and responsible for over N32Bn in Annual Revenue while Consistently achieving a customer Retention and Activity rate of 90% Year-on-Year.
- ❖ Persuaded Management to Implement several tools including Automating PoS Merchant Visitation Reporting, Office 365 Champion Tracker for Regionals E-sales Coordinators, Merchant Reward schemes to Improve Brand Visibility Maintain Loyal Customer Base, Speed Up sales and Support Cycle.
- ❖ Sold to C-Level, Directors and Managerial Level personnel of Corporates by Developing and Proffering Solutions that are Bespoke to exceed expectations
- ❖ Provided effective Leadership, Intelligent market guidance and support to Regional E-Sales Coordinators/Branches and Monitor Revenue performance across all Regions/Territories.
- ❖ Report to and Perform other duties as assign by the Divisional Head, E-Banking

Key Achievements

- ❖ Co-negotiated and closed several Key Collections and Payment Mandates in South South/South East generating over N10bn in Monthly Liability and N100m in Monthly Revenue Including ESUT, ENSUBEB, ENSG Pension, ENSG IGR (Lead), PPSMB, ANSG Waste Mgt, ANSG IGR (Lead), IMMSG Pay and others.
- ❖ Co-implemented an Agent Recruitment Framework with the PM which led to an average Monthly PoS Collection (Vol & Value) of N200Bn (2019 – 2022)
- ❖ Re-engineered the sales process and Provided strategic Roadmaps for the Regional E-Banking sales team to drive a 65% Bank-wide improvement on all Retail E-Products in 25 Regions/Territories
- ❖ Two time best performing Region within South Directorate. (2016 – 2018)

Keystone Bank Ltd
Product Manager, ePayment & Payroll, Collections & Web Acquiring

May 2013 – Aug 2015

Managed three SaaS products with a combined annual Revenues portfolio of N200m+ achieved through delivery of Bespoke Web based corporate payment solutions including pricing, specifications, analysis, Sales and Support. Strategic and innovative with a passion for driving product performance

Responsibilities

- ❖ Articulated and implemented strategies and product marketing programs that drove adoption of the bank's e-payment and web payment/e-collection platforms across the target markets, This led to the generation of N15Bn Monthly Liability from funds Collected
- ❖ Co-developed a customized (new) product line – **PayChoice** including migrating Existing Corporates and growing the Customer Base to 1,500+ new Corporates within 6 Months of product launch with top notch support and enhanced Customer/User Experience.
- ❖ Conducted trainings and staff awareness sessions to improve product knowledge, Capacity Building and Development, Held regular reviews and provided analytic Information and solicit feedback on how to effectively improve Payment and collections product.

- ❖ Periodic review of the service offerings/ Business plans to conform to world best practice/ standards on all the product lines while ensuring compliance of all Business Transactions to the Bank and Regulatory Authorities.
- ❖ Executed periodic marketing intelligence exercises, pricing strategies and product promotion in critical regions/renowned and or emerging retail and corporate markets with a view to boost the brand visibility of Keystone Bank e-payment and web payment/e-collection platforms leading to an addition N100m+ in Revenue.

Key Achievements

- ❖ Increased customer retention and Activity Count by 87% by Redesigning my Customer Access Portal and Implementing **TeamViewer** Support Framework for Corporates.
- ❖ Implemented STP/NAPs – **Straight Through Process** as a fall out of CBN – OAGF payment processing which is active and used by OAGF and All corporate payment In Collaboration with NIBSS and Systemspecs (2014).
- ❖ Implemented **PayChoice** as an alternate SaaS Platform for Payment and grew Number of Corporates (Web, Payment and Collections) by an addition 3,000+ and Monthly Revenue of over N200m+ within the first year Including LSG Local Govt Payments, NAHCO, Beloxxi Buscuit and Others.

United Bank for Africa Plc. (UBA)

Regional Technical Sales Manager (RTSM)

Jan 2009 – May 2013

I was responsible for implementation of product launch into the marketplace, including sales and pricing, and management of the Banks Corporate and Retail product solution. Team lead in many product development and infrastructure projects from idea generation through implementation. I completed numerous business requirements documents supported by ROI analysis.

Responsibilities

- ❖ Drove sales, deployment and Support of all e-Banking products and channels within region that Delivered an additional N450m in Monthly Revenue Representing a 5% Top-Line Revenue Growth.
- ❖ Served as Customer Liaison, ensuring reduced Turn Around Time (TAT) for service delivery with high quality at minimal cost.
- ❖ Championed Technological initiatives including E-mail Integration and Data Standardizations across Product suit while Enforcing/Managing Service Level Agreements (SLA's) with 3rd Party Providers.
- ❖ Provided on-site and remote support where necessary for deployed solution and support visitation to key clients.
- ❖ Ensured adequate training and awareness of the usage of UBA electronic delivery Channels and prepared Documentations to multiple Departments for new product launches and process Improvement Initiatives

Key Achievement:

- ❖ Improved Profitability by 380% by performing an ongoing Analysis and Development Metric on Numerous Contributing Data Source Involving over 300,000+ Data Elements – Corporate & Retail Monthly on PayManager, U-Connect and WebPay
- ❖ Implemented several Promotions and Campaigns that improved e-Product Penetration Ratio to an all-time high of Cards 85%, Mobile 75% and Internet Banking 90%
- ❖ Significantly grew Channel Deployment – Inbound and Outbound Payments Including Mandates like NG Police Force Payment, Ebonyi LG IGR, 308 Airforce Flying School, Nig Army 82 Div Enugu and Others.

Digitech Microsystems Ltd

NYSC/Software Support Officer

Oct 2006 – Dec 2008

I was responsible for the Technical and Administrative aspect of all Installations, Trainings and Support task for IBSuite – Primary Solution deployed to State Governments (Delta State and CRA) for Audit and Asset Tracking.

Responsibilities

- ❖ Participated in the development, programming testing and implementation of applications including IBSuite using VisualStudio.Net and Crystal Report which generated over N20m Monthly Revenue.
- ❖ Prepared technical and user documentation for deployed application system, and conducted technical presentations
- ❖ Provided support for deployed application system and participate in system customizations
- ❖ Investigated user observation on a production /live system and render feedback for possible system modifications

Key Achievement

- ❖ Organized several training and documentation exercises on user applications and Solutions for Auditor General, Delta State (2007 – 2008)
- ❖ Delivered several Career Guidance Seminars/Lectures to schools in Asaba, Delta state, Including Talent and Career Development (NYSC, Community Development Head, 2006/2007)

EDUCATION

Msc Information Technology

National Open University

2018 – 2020

B.Tech Computer Science

Federal University Of Technology Owerri, Imo State

2000 – 2005

BIO

DoB – June 23rd 1982

Status - Married

State – Delta State

Languages – English (Fluent), Igbo, Yoruba and Hausa (Basic)

TRAININGS ATTENDED

- ❖ Share Agent Network Expansion Facility – SANEF
- ❖ ISO-IEC 20000 2011
- ❖ Fidelity Bank ISMS BCMS Awareness
- ❖ AML/CFT Compliance Regime and several others

TECHNICAL EXPERTISE

- ❖ Business Intelligence, Analytics, Reporting and Presentation (InfoPool, InfoBiz, FINTrack)
- ❖ Full System Development Life Cycle
- ❖ Strategic Planning and Change Management
- ❖ Sales, Product and Business Development
- ❖ SOE and Social Media Marketing
- ❖ API, Ecosystem and Partnership
- ❖ Cloud Practitioner (AWS Cloud Practitioner Certification, 2021) and Solution Architect (in-View)
- ❖ Python (Certification in-view) and Django Framework, HTML, CSS (Beginner).

INTEREST

- ❖ Passionate about music, swimming, playing scrabble, watching sports and being informed about events around the world.

REFERENCES

- ❖ Will be provided on request.