

JOHN KAMAU

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SUMMARY

I am a business development manager with four years' experience in the field. In this role, I have been able to contribute to one of the most strategic go-to-market channels for the business working in conjunction with the demand generation team. I look forward to further developing your inbound operations while making data-driven decisions.

EXPERIENCE

ACME INC.

February 2021 - Present

HEAD OF PARTNERSHIPS

- Led a partnership negotiation that opened up the company to 8 new markets with the potential of adding 200 million to the annual sales.
- Executed the launch of the product in 5 new markets, doubling our total addressable market in our target vertical.
- Created a partnership playbook which in collaboration with partner marketing brought a 20% uplift in inbound partnership inquiries, growing our partnership pipeline.

ABC ASSOCIATES

June 2018 – December 2020

INBOUND BUSINESS DEVELOPMENT REPRESENTATIVE

- Lifted the close ratio with the team by 15%, by launching a lead generation campaign targeting small business owners in our target segment.
- Contributed to surpassing the quarterly revenue target through increasing the number of cold calls by 25%, iterating on the outreach playbook shared by the management.

SKILLS

Hubspot

- Highly proficient in Hubspot, updating opportunities available and giving valuable feedback to the partner marketing team.

EDUCATION

MASOMO UNIVERSITY

BACHELOR OF COMMERCE

2013-2017