

Profile

BEDAN MWATHA

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Bio Data	Date of Birth: 25 January 1979 Nationality: Kenyan
Personal Overview	<ul style="list-style-type: none">• Extensive experience in Sales & Marketing, Customer Management-including communication and relationships, as well as Strategy planning and execution.• A proactive leader in multicultural customer environments with articulate communication skills.• Highly skilled in pricing decisions and new products development.• Technically competent with fast learning abilities, excellent analytical and reporting skills.• Ability to quickly achieve organizational integration, easily assimilate job requirements and decisively employ new methodologies.• An energetic, self-motivated team leader with good project management skills, people skills including strong coaching abilities.• Responsible, dependable and committed under all environments
Key Qualifications	<ul style="list-style-type: none">• 16+ years of Leadership & Management, Sales & Marketing and other disciplines, in various capacities- from low level to senior management.• Currently at Esthree Limited, overseeing the strategic direction of the firm towards attaining its vision and Mission.• 7+ years of Senior Management experience at Galana Oil Kenya Ltd.• 5 years of Middle Management experience at Total Kenya Limited and Karsam Serviettes Co. Ltd;• 2 years of salesmanship at Capital Realtime Ltd• Masters of Business in Strategic Management, Moi University• Bachelor of Commerce degree in Sales and Marketing, 2nd Class honors upper division, University of Nairobi - 2002.• Institute of Management of Information Systems (IMIS) certification; Kenya school of professional studies- 1999.• Proficient in relevant Business ICT tools.

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Relevant professional experience	<p>June 2015 to date: EsTHREE LIMITED:</p> <p>Currently: Petroleum Druid</p> <p>EsThree Limited is a startup business offering energy solutions particularly in the Petroleum sub sector. My key responsibilities are:</p> <ul style="list-style-type: none"> • Sales & Marketing planning and execution: Includes dynamic Product plans, Communication plans, Customer centric plans, pricing decisions, Retail plans and rollouts and many more. • Business Relationship Management:- Customer happiness, retention and growth, Shareholders satisfaction, Government(s) and Regulators' compliance, Public relations and media management. • Sourcing for funds, Financial Management, Resource allocation and Risk management. • Supply Management and Logistics efficiencies for bottom-line performance. • Customer analytics for emerging opportunities. • Coaching, Mentoring, and general HR management. <p>Below are the Milestones so far at EsThree Limited:</p> <ul style="list-style-type: none"> • The development of the Company's Blueprint Petroleum Business plan. This is the strategic plan being currently implemented at the company. • The introduction and development of new business lines in the company. These new streams are a result of action on customer feedback. <p>Jan 2010 to May 2015: GALANA OIL LTD:</p> <p>Consumer Sales Manager</p> <p>Promoted from Retail Manager to be in charge of 4 distinct product lines namely, White and Black products, LPG Bulk and LPG Bottled. The key responsibilities were as:</p> <ul style="list-style-type: none"> • Developed and implemented the Consumer Sales Strategy to grow the commercial and Industrial business line, by retaining existing customers and acquiring new large accounts. • Brand Manager: Development and creation of the new Delta brand strategy, from New Logo and outlook formulation to site implementation and ensuing market activities, launch, customer communication, public relations and general media management. • Management of the brand to a trusted brand, growing its equity through reliability, quality products and prompt genuine customer response that generate repeat purchases and studious brand ambassadors. • Development of the Delgas bottled LPG product line. Included the product strategic plan formulation, product brand strategy, sales strategy, implementation budget, communication, logistics partnerships, outlet management, merchandising, product activations at retail sites, promotions and discounts and many more. • Market intelligence by Use of research tools and survey methodologies to identify and
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	<p>fulfill areas of concerns by our customers and fill gaps to outdo competitors in their strongholds.</p> <ul style="list-style-type: none"> • Development of new business regions to achieve diversification in markets, and proper segmentation to define resource allocation. • Providing exemplary Customer service: Includes personalized solutions, efficient, timely delivery of quality products, customer training programs. • Business Relationship Management for customer satisfaction, retention and growth. Included capital investments at customer's premises e.g. dispensers, tanks etc. and dynamic Customer contracts. • Member of the strategic business committee, i.e. the team of top level managers responsible for steering the company. • Management of credit risk to ensure that the requisite target ratios are achieved. • Mentoring, knowledge sharing, and motivating the consumer team to contribute, achieve improve performance, whilst gaining leverage for their future growth. <p>Oct 2007 –Dec 2009: GALANA OIL LTD</p> <p>Retail Manager</p> <ul style="list-style-type: none"> • Development and implementation of the Retail Expansion Strategy: Regional development proposals, investment plan formulation and investment budget management • Project management –Chairman of retail projects committee which involved the development of Delta petrol stations, from the A to Z. Viz Site Identification, Business case formulation. Designs, approvals, budgets, construction/repair, branding, launching, 3rd party station management, shop and other space utilizations and many more. • Retail diversification Management- Non Fuel utilization of petrol station space/location for maximum returns per site. Shops branding and management, instore aesthetics, shelf optimization, fluid customer flow, efficient customer assistance, drive in influencing, etc. • Relationships Management: Interaction with and management of consultants, other stakeholders e.g. owners of land/brokers/lessors/landlords, contractors, suppliers, government(s), regulators e.g. ERC, Nema, unions etc. in the course of the retail network expansion. • Development and Implementation of the Retail Sales growth strategy: Includes Dealer focus, site Profit/ Loss Management, customer experience management through tracking tools. • Quality management: Developing and implementing processes and procedures for quality and quantity Management. • Training, coaching and motivating the Retail team to achieve improved performance, and deliver similar management or better to their respective areas/regions to create a progressive culture in the retail chain. • Presentation of reports to the investment committee
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	<p>The following have been my milestones at Galana:</p> <ul style="list-style-type: none"> • The development of new product portfolios as Consumer sales Manager. These include the growth of local HFO business by 60%, development of the LPG bulk business by 64% over 3 years. • Introduction and development of the Bitumen business from scratch to volumes of 600MT per year • Introduction and development of bottled LPG business from scratch to volumes of 11MT per month • As Retail Manager, growth of the Petrol station Retail Network by 68% in 2 years. <p>Other relevant professional experiences</p> <p>Sept 2004- Jul 2007- TOTAL KENYA LTD Retail Territory Manager - North-Rift and Western Kenya region</p> <ul style="list-style-type: none"> • Business Development: Identify new sites for retail development and growth of existing sites' sale of Fuels, LPG and Lubes • Diversification: Non Fuel Opportunity identification, investment and management: Includes shops and restaurants management, shop floor plans and merchandising, profit/loss/shortages management, PitStops activations and outlook etc. • Cost management for all sites under my territory • Quality and Safety Management: HSEQ for the territory • Station Audits: Station Stock Movement, Cash Flow, and ISO Audits • HR management: Recruitment, Motivation and general staff development, <p>Milestones at Total Kenya Ltd</p> <ul style="list-style-type: none"> • Won a Trip to Mauritius for best performing Territory in Sales and customer care 2006 • Won a Trip to Uganda for Best performing territory LPG sales and HSEQ 2005 <p>Sept 2002- Aug 2004- KARSAM SERVIETTES CO. LTD Sales & Marketing Lead - Kenya</p> <ul style="list-style-type: none"> • New product and market development: Innovation and introduction of new products, new brands, new regions and outlets. • Product brand management: Product Placement & Positioning, • Communication: Advertising & Public relations management, • Research & development: Customer needs identification for product improvement. • Channel Management: Management of Distributors and key retail accounts, <p>Milestones at Karsam Serviettes Ltd</p> <ul style="list-style-type: none"> • Introduction of the very 1st white toilet paper in Kenya made out of recycled white paper at Uchumi supermarkets in December 2002, and at Nakumatt in January 2003. Prior to that, all white toilet paper was made by Virgin pulp and was quite pricey. This introduction was an implementation of my undergrad final year BCom project paper. <p>Jan 2000- Aug 2002- CAPITAL REALTIME LTD Sales officer with responsibilities for Sub Dealers</p>
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	<ul style="list-style-type: none"> • Business Development: Growth of sub-dealer numbers in assigned area. • Growth of indirect sales: Growth of sub- dealer's business, through road shows, market activations, sampling activities, advertising, raffles. • Marketing: Corporate Brand Marketing, Visibility Involvement • Debt Management: Customer relationship building.
Referees	<p>Joshua Ndung'u Regional Director, Barclays Internal Audit & Chief Internal Auditor Barclays Bank of Kenya Tel.: 0729678338 E-mail: Joshua.ndungu@barclays.com</p> <p>James Nginya General Manager, Sales and Marketing BE Energy Kenya Tel.: 0736329151 E-mail: james.nginya@beenergy.co</p> <p>Ben Kamonye Internal audit Manager African Union Office (AUO) Addis Ababa Tel: 0722972062 Email: ben.kamonye@auoaddis.org</p>