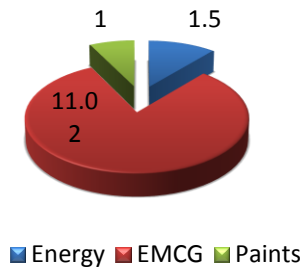


BERNARD OUMA

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P.O Box 43-00507, Nairobi

HIGH IMPACT SALES | MARKETING | BUSINESS DEVELOPMENT PROFESSIONAL

Experience Bifurcation



Areas Of Expertise

Sales & Marketing
Business Development
Channel Development
Channel Management
Strategic planning
Market mapping
New Market Penetration
Branding & Advertising
Product promotion
Customer Service
Customer Relationship Management

Personal Details

Date of Birth : 23rd March 1977
Nationality : Kenyan
National ID No: 20006331.
Marital Status : Married
Religion : Christian
Reference : On Request

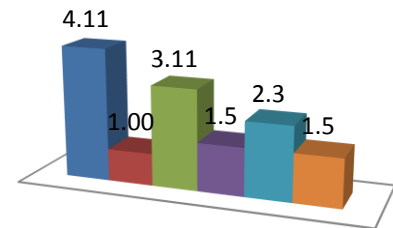
Key Skills

Commercial acumen
Networking
Motivator
Team Management
Leadership
P & L Management
Market Analysis

Career Synopsis

A dynamic result oriented professional proficient in managing relationships for running successful business operations and developing and managing channel partners/ dealers for business excellence. A sales professional with a flair for charting and implementing Marketing & Sales strategies and contributing towards enhancing business volumes/growth, revenues and achieving profitability in emerging markets in Africa with over 15 years of experience.

Procter & Gamble East Afrca Ltd
Crown Berger (K) Ltd
Unilever East & Southern Afrca
SC Johnson & Son (K) Ltd
Cadbury Kenya Ltd
VIVO Energy



Educational Details:

2014: **MBA (Marketing Management)**
from Kenya Methodist University.

2011: **BBA (Marketing)**
from Kenya Methodist University.

2006: **Advance Certificate in Business Management**
from Kenyan Institute of Management

2000: **Diploma in Mechanical Engineering (Automotive)**
from Mombasa Polytechnic..

1997: **Certificate in Mechanical Engineering**
from Mombasa Polytechnic.

1995: **Kenya Certificate Secondary Education.**
from Kisumu Boys' High School..

Key Achievements :

- Played key role in development and implementation of "National Route To Market Strategy". Portfolio alignment to suit local Market.
- Recruited 12 Regional Unilever Distributors in the roll out of Route to Market for imported Range.
- Successfully recruited and trained Distributor sales teams in the Route to Market roll out.
- Keeping a competitive share of shelf for key brands in the accounts through channeling of rebates to branches, the centre of action.
- Managed Uchumi Supermarkets Ltd through tough organizational and financial restructuring while under receivership and successfully collected a 6 year old Pre-receivership debt.

SOFT SKILLS



Professional Details:

VIVO Energy

December 2015 – Till date:

Vivo Energy is the Shell Licenses in 16 Countries in Africa. They offers their customers the very best of shell's high quality products and services – including supply reliability. Technical expertise and unmatched customer service – in the countries where they operate.

Convenience Retail, Category Manager

- a) Development and implementation of a category management operating plan
- b) Directly support through tactical and strategic category management and sales support functions.
- c) Influence the countries by leading category strategy through shopper research and activation. Capability Development

CADBURY KENYA LTD.

October 2013 Till November 2015

Cadbury, formerly Cadbury's, is a British multinational confectionery company wholly owned by Mondelez International (originally Kraft Foods) since 2010. It is the second-largest confectionery brand in the world after Wrigley's.^[2] Cadbury is internationally headquartered in Uxbridge, West London, and operates in more than 50 countries worldwide. It is famous for its Dairy Milk chocolate, the Creme Egg and Roses selection box, and many other confectionery products. One of the best-known British brands, in 2013 The Daily Telegraph named Cadbury among Britain's most successful exports.

As Sales Development Manager (Kenya)

Route to Market Lead- Kenya

- a) Increased Coverage from 6000 outlets to 28,000 Outlets
- b) Grown pilot partner for the RTM project by 40% Vs PY.
- c) Developed KPIs and Information flow process for all Retail Environments(Channels)
- d) Developed an SFI(Sales Force Incentive) Plan
- e) Played Key Role in the development and deployment of KA JBPs.
- f) Developed MT/TT Planograms
- g) Introduced GT Merchandising with direct influence on 600 Mini Marts. Gained 80% Availability Compliance on the Must Stock Skus(MSL)

Capability Development

- a) Identified skill gaps and enhanced capability through in-house training
- b) Developed 3rd Party training modules

Trade Execution

- a) Monthly Sales Cycle brief
- b) Development of Promotion proposals
- c) Introduced wholesale pull-out scheme giving a 20% growth
- d) Developed a National POB strategy

As Sales Manager Traditional Trade (Kenya)

- a) Distribution Management
- b) Sales and Financial Management
- c) Forecasting
- d) Sales Planning
- e) Market Development
- f) Team Leadership

SC JOHNSON & SON (K) LTD.

June 2012 Till October 2013

SC Johnson & Sons Started in 1886 as a parquet flooring company, SC Johnson is one of the world's leading makers of household products like Pledge®, OFF®, Mr. Muscle® and Glade®. We've also established a decades-long legacy of environmental responsibility, community leadership and providing great places to work.

National Key Account Manager (Kenya)

- a) Sales Planning & Management
- b) Relationship Manager

- c) Cross Organizational Relationships
- d) Developed and Executed Customer Strategy and Joint Business Plan
 - a. Developed Account Specific JBPs
- e) Provided Consumer, Shopper and Channel Understanding
- f) Category Management
 - a. Negotiated for and drove category branding in Naivas, Uchumi and Nakumatt.
- g) Execution In store- "Winning on Shelf"
- h) Credit Control
- i) Team Leadership and development

UNILEVER EAST & SOUTHERN AFRICA (ESA)

June 2008 Till May 2012

Unilever is a business founded on a sense of purpose, and their unique heritage still shapes the way they do business today. In the 1890s, William Hesketh Lever, founder of Lever Brothers,

As Key Accounts Manager- Top End (Imports)

- a) Recruited and Managed the main National Key Distributors; operations, profitability and ensured compliance of outlined policies and objectives.
- b) Recruitment, training and supervision of Distributor Sales force
- c) Annual forecasting
- d) Developing Joint Business Plans with Key customers focused around KPIs.
- e) Channel Development & assortment for profitable growth
- f) Development of promotional proposals as dictated by market trends.
- g) Managed Customer Annual Contracts and ensured appraisal before renewal.
- h) Negotiating & closing deals at multiple levels of Customer Organization.
- i) Demand planning , analysis of transfer prices and managing order to cash process on basis of agreed forecasts.
- j) 3rd Party merchandising team management
- k) Micro Marketing; Channel and regional driven.
- l) Marketing Intelligence
- m) Visibility drive
- n) Relationship Manager
- o) Performance reviews.

As Key Accounts Manager- Modern Trade

- a) Championed Unilever brand interests in chains and drove leading Presence.
 - a. Attained over 65% SOS on Laundry, 80% and 92% SOS on Margarine and Savory Categories respectively.
- b) Negotiated and closed deals at multiple levels of customers, strengthening balance of power through strategic influence and leveraging on brand muscles
- c) Monitored branch operations under the principle of Every day Great Execution, adherence to set planograms and the category management agenda
- d) Aligned Targets to Unilever Objectives and agreed growth ambition.
- e) Weekly and monthly brand performance review by SKU.(through primary & secondary sales data analysis)
- f) Total order process management.
- g) Joint Business Plan briefing and annual review –“ targeting sales growth”
- h) Trading Terms briefing and sign off with Key Accounts.
- i) Took Ownership of the 5Ps compliance drive to achieve desired shelf standards.
- j) Managed third party agencies, monitored and evaluated promotions, in-store activities and feedback to the brand building teams for review
- k) Market intelligence and competitor information
- l) Developed branch specific promotional activities to counter competition and gain market share. Tied rebates to 5P Compliance.
- m) Relationship manager and a custodian of the Unilever/Customer Contact Strategy
- n) Ensured delivery of point of purchase Key Performance Indicators.
- o) Timely action on customer issues, consumer complaints and store expectation

- p) Weekly and Quarterly Chain performance review against agreed targets.
- q) Developed new store opening activities.

As Key Accounts Officer- (Imports)

- a) Managed the main National Key Distributors
- b) Recruited, trained and supervised Distributor sales force.
- c) Quarterly pricing reviews with the Key distributors
- d) Managed a 3rd party merchandising team to execute leading presence of Unilever products in all Channels.

CROWN BERGER (K) LTD

May 2007 Till June 2008

Crown Berger is a Kenya's No 1 Paint Manufacturer Established in 1958, Crown has grown to a company with an annual turnover of 6.2 Billion Kenya Shillings. Having established the Kenyan home market with depots and showrooms in Nairobi, Mombasa, Kisumu and Nakuru, focus has spread to take on East Africa. This includes a factory in Uganda, branded Regal Paints and is currently the number two paint brand in Uganda. Two depots have been opened in Tanzania, namely Dar Esalaam, Arusha and Mwanza. Plans are in place for Ethiopia and Southern Sudan. Crown is not only in Decorative Paints, Automotive Paints are in the portfolio under world & regional leading brands via PPG Nexa Autocolour and Plascon South Africa. The Crown Automotive division also manufactures under the brand Duco.

As Sales Executive

- a) Managed Key contractors, developers, institutions and Hardware's
- b) Carried out Product listing
- c) Supervision of documented projects;
 1. Coca Cola Offices (East & Central Africa HQ), Upper Hill
 2. KWS projects country wide.
 3. NPC Church Kisumu branch
 4. Repainting of Nation Centre

PROCTER & GAMBLE (East Africa) Ltd.

June 2001 Till April 2006

Procter & Gamble Co., also known as P&G, is an American consumer goods corporation headquartered in downtown Cincinnati, Ohio, United States of America, founded in 1837 by William Procter and James Gamble.^[2] It primarily specializes in a wide range of cleaning agents, personal care and hygienic products. Before the sale of Pringles to the Kellogg Company, its product portfolio also included foods, snacks and beverages

As Sales Representative - Under Hasbah (K) Ltd. Distributors

Western & North Rift Region.

- a) Successfully listed and grew Pampers sales in North rift and western Regions
- b) 100% execution of promotions and POS Material deployment

As Sales Representative - Under Shah Sojpar Samat Distributors

Nyanza & Part of Rift Valley Region