
OWOLABI JAMES ADEMOLA

Ilorin, Kwara State Nigeria | 08037203780 | owolabijames@yahoo.com

Summary

Dynamic and results-driven Sales and Commercial Leader with over 20 years of progressive experience delivering exceptional business growth across the Telecommunications, Fintech, and FMCG industries. Proven expertise in driving revenue expansion, developing high-performing sales teams, executing route-to-market strategies, and building sustainable distribution networks. Demonstrated success in leading large-scale market activation initiatives, strengthening channel partnerships, and implementing customer acquisition strategies that generate measurable business impact. Recognized for achieving outstanding sales performance, improving operational efficiency, and delivering strategic projects that enhance profitability and market share. Adept at leveraging data-driven insights to influence decision-making, optimize performance, and exceed organizational objectives in highly competitive markets.

Skills

- | | |
|---|---|
| • Strategic Leadership | • Route-to-Market Strategy |
| • Negotiation & Influencing | • Sales & Revenue Management |
| • Team Building and Coaching | • Channel and Distribution Management |
| • Stakeholder Relationship Management | • Power BI Reporting and Data Analysis |
| • Problem-Solving and Decision-Making | • Trade Marketing and Market Activation |
| • Communication and Presentation Skills | • Customer Acquisition and Business Development |
-

Experience

REGIONAL TEAM LEAD – TELECOM SECTORg \ Globacom Nigeria

07/2025 to Current

- Lead regional commercial operations, managing relationships with telecom dealers, CTOs, and trade partners to strengthen market penetration and improve channel performance.
- Supervise and coach Business Development Executives, ensuring execution excellence and achievement of regional distribution objectives.
- Expanded the regional distribution footprint through aggressive recruitment and onboarding of new dealers and channel partners.
- Implement high-impact SIM registration and subscriber acquisition initiatives to drive growth across existing and emerging markets.
- Collaborate with technical and commercial teams to address market challenges, improve service delivery, and provide real-time competitive intelligence.

REGIONAL SALES MANAGER – SOUTH WEST Pagatech Nigeria Limited

05/2024 to 07/2025

- Delivered 35% year-over-year revenue growth and sustained 10% month-over-month growth through strategic agent network expansion and disciplined execution.
- Leveraged Power BI analytics to monitor performance trends, identify growth opportunities, and optimize territory productivity.
- Conducted weekly performance reviews with field teams, improving accountability and accelerating target achievement.
- Strengthened route-to-market effectiveness by expanding distributor and aggregator partnerships to increase POS adoption across the region.
- Championed the SunKing Solar project across Southwest Nigeria, increasing revenue contribution from 20% to 65%, while supporting Alpha Beta payment initiatives and Lagos State Land Use collections.

AREA SALES MANAGER – SOUTH WEST Pagatech Nigeria Limited

02/2019 to 04/2024

- Led the implementation of financial inclusion initiatives that accelerated customer acquisition, retention, and regional revenue growth.
- Built and developed high-performing teams through strategic recruitment, coaching, capability development, and performance management.
- Consistently delivered revenue targets across multiple products through effective field channel leadership and execution.

- Coordinated tertiary institution activations across Kwara, Ekiti, and Osun States, generating over 1,500 ATM card activations and agent registrations.
- Spearheaded the Kwara State Health Insurance Scheme partnership across all 16 Local Government Areas, onboarding 160 agents and generating approximately ₦250 million in revenue.

REGIONAL SALES MANAGER – SOUTH WEST

06/2018 to 01/2019

Lovis Valentino Nigeria Limited

- Developed and executed regional growth strategies that improved market penetration and increased revenue generation.
- Expanded the distribution network by onboarding major distributors and opening new markets across the Southwest region.
- Drove aggressive sales initiatives that strengthened brand presence and improved competitive positioning.
- Enhanced product visibility through targeted merchandising programs and retail awareness campaigns.
- Monitored market trends and consumer insights to identify growth opportunities and support strategic decision-making.

RETAIL DEVELOPMENT MANAGER

08/2017 to 04/2018

Multipro Consumer Products Limited

- Improved product availability and visibility by strengthening execution standards across retail channels.
- Recruited distributors and optimized redistribution structures to increase market coverage and product accessibility.
- Designed and implemented effective route plans for distributor van sales representatives, improving operational efficiency.
- Established and monitored secondary sales targets that enhanced team productivity and execution discipline.
- Conducted regular field coaching and performance reviews, driving consistent achievement of business objectives.

REGIONAL ROUTE-TO-MARKET MANAGER

07/2014 to 06/2017

Coca-Cola Hellenic Bottling Company Plc

- Developed and executed route-to-market strategies that enhanced distribution effectiveness and accelerated market expansion.
- Improved distributor profitability through performance evaluations, capability enhancement, and tailored business support.
- Increased numeric distribution and market share through focused trade development initiatives and execution excellence.
- Implemented distributor loyalty programmes and turnaround plans that improved performance among underperforming partners.
- Delivered key business plan objectives by driving category growth, distribution effectiveness, and project execution within established timelines.

AREA SALES MANAGER

09/2008 to 06/2014

Coca-Cola Hellenic Bottling Company Plc

- Delivered consistent territory sales volume and category growth through effective market execution and customer engagement.
- Expanded market share and numeric availability by increasing retail penetration and strengthening dealer relationships.
- Built sales capability by coaching and developing sales representatives, inventory managers, and field teams.
- Optimized fleet utilization and operational efficiency to support profitable business growth.
- Successfully executed trade activation programmes and outlet expansion initiatives that enhanced brand visibility and consumer reach.

DEPOT OPERATIONS MANAGER

04/2005 to 08/2005

Coca-Cola Hellenic Bottling Company Plc

- Managed end-to-end depot operations, ensuring product availability aligned with market demand and sales opportunities.
- Maintained fleet reliability, depot security, and warehouse standards to support uninterrupted business operations.
- Controlled depot operating expenses while consistently delivering sales and category objectives.
- Ensured compliance with Good Manufacturing Practices and operational policies across all depot activities.
- Improved asset utilization and inventory control through proactive monitoring and effective operational planning.

FUEL STOREKEEPER

08/2004 to 03/2005

Coca-Cola Hellenic Bottling Company Plc

- Managed fuel allocation and issuance processes to support efficient depot operations.
- Prepared accurate daily and weekly fuel utilization reports for management review and planning.
- Conducted tank reconciliations and inventory checks to maintain stock accuracy and accountability.
- Ensured fuel quality standards through routine monitoring and inspection procedures.
- Supported supply chain operations through timely documentation and SUN Business system updates.

RAW MATERIALS STOREKEEPER

08/1999 to 07/2004

Coca-Cola Hellenic Bottling Company Plc

- Ensured uninterrupted production by maintaining timely availability of raw materials and production inputs.
- Prevented stock shortages through effective inventory monitoring and replenishment planning.

- Maintained accurate records of material receipts, issuances, and stock movements using SUN Business systems.
- Prepared inventory listings and reconciliation reports to strengthen stock accountability.
- Managed bin cards and stock documentation to improve inventory accuracy and operational efficiency.

Education and Training

MBA, Marketing (In View)	2024
Kwara State University,	Ilorin
Higher National Diploma (HND), Business Administra	2004
Kwara State Polytechnic	Ilorin, Kwara State

PROFESSIONAL MEMBERSHIP & AWARDS

- Member, Institute for Supply Management
- Best Route Sales Manager – 1st & 4th Quarters (2010)
- Best West Region Sales Manager (2011)
- West Region Best Sales Manager (2013)