

PROFESSIONAL PROFILE

Sales and Business Development professional with 8+ years of experience supporting market entry, revenue growth, and customer acquisition across e-commerce, FMCG, and technology-driven environments. Skilled in go-to-market execution, consultative selling, end-to-end customer onboarding, regulatory compliance, and digital product adoption, including BNPL and wallet-based transactions. Adept at building and scaling sales operations, collaborating cross-functionally with product, operations, and compliance teams, and strengthening long-term customer relationships. Proficiently leveraging communication, problem-solving, and organizational skills to drive team collaboration and ensure smooth operational processes.

CORE SKILLS

▪Business Development	▪Revenue Generation	▪Customer Acquisition	▪Sales Reporting
▪Pipeline Development	▪Partner Acquisition	▪Logistics Coordination	▪Cold Outreach
▪Regulatory Compliance	▪Stakeholder Engagement	▪Product Adoption	▪Sales Analytics
▪Lead Generation	▪Market Research	▪Client Onboarding	▪Forecasting
▪Customer Verification	▪Portfolio Management	▪Lead Generation	▪Process Scaling
▪Performance Management	▪Flexibility & Adaptability	▪Contract Negotiation	
▪Collaboration			

CAREER SUMMARY

Position: Category Growth Lead / Partner Manager

OmniRetail Technology Limited – Edo State, Nigeria

02/2026 - Present

Key Responsibilities:

- Manage operations across five stock points in Benin and Warri, ensuring accurate inventory control, optimal stock availability, and efficient warehouse performance.
- Managed distributor and partner relationships across multiple stock points, driving sustained revenue growth and operational excellence.
- Consistently exceeded monthly sales targets by delivering ₦300M+ in sales against a ₦200M target (150% target achievement) across assigned stock points in Benin and Warri.
- Led category growth initiatives that increased sales performance, market penetration, and partner productivity.
- Monitor revenue performance, sales trends, and key business metrics, providing insights and implementing initiatives to improve profitability and achieve revenue targets.
- Coordinate stock replenishment activities, minimize inventory losses and discrepancies, and ensure compliance with company inventory management standards.
- Spearheaded customer acquisition, consistently exceeding BVN-linked wallet activation targets and driving adoption of the company's digital financial services.
- Analyzed sales trends, market opportunities, and partner performance to inform business decisions and improve profitability.
- Collaborate with cross-functional teams including Sales, Finance, Logistics, and Operations to resolve partner concerns, deliver partner support, and enhance overall operational efficiency.

Position: Sales Lead

OmniRetail Technology Limited – Edo State, Nigeria

03/2025 – 01/2026

Key Responsibilities:

- Led a 25+ member sales team and business development operations, establishing scalable sales pipelines and generating over ₦250 million in revenue through strategic client acquisition and relationship management.
- Identified, qualified, and converted prospects into active customers and Prime clients through consultative sales approaches, achieving customer activation rates of over 40%.
- Managed the onboarding of 300+ clients, overseeing registration, account activation, and early-stage product adoption, reducing onboarding drop-off rates by 25%.
- Facilitated the creation and activation of 400+ customer digital wallets, enabling seamless in-app transactions and increasing transaction completion rates by 35%.
- Collaborated with Product, Operations, and Compliance teams to streamline onboarding processes, enhance customer experience, and improve activation timelines, while coordinating logistics and field support activities to maximize sales outreach and client engagement.

Position: Accounts Manager

OmniRetail Technology Limited – Edo State, Nigeria

08/2024 – 02/2025

Key Responsibilities:

- Onboarded and managed a portfolio of over 60 customers by maintaining weekly and monthly follow-ups, resolving concerns promptly, and tailoring support to individual client needs.
- Conducted customer surveys by engaging clients through calls and feedback sessions, analysing responses, and refining sales approaches, improving overall customer experience.
- Increased sales by 30% in 6 months by building strong customer relationships through trust-based engagement, consistent follow-ups, and personalized services.
- Coached and supported over 15 coworkers, leading to faster order processing and improved customer handling, improving team productivity and service quality.
- Drove client onboarding by managing registrations and ensuring compliance with requirements, including BVN acquisition for Prime client conversion and Buy-Now-Pay-Later services.

Position: Market Developer

KYOSK Digital Services

09/2022 – 06/2024

Key Responsibilities:

- Registered 500+ retail outlets by conducting in-person visits, guiding retailers through app setup, and providing hands-on support to ensure full adoption of the company's retail ordering app.
- Trained retailers on app usage by demonstrating key features, offering guidance, and providing follow-up support, enabling self-service order placement and sustained platform adoption.
- Built and maintained strong relationships with retail partners through regular check-ins and personalised engagement, resulting in over 3 purchases monthly.
- Exceeded sales targets by over 100% by identifying and converting new retail partners, tailoring value propositions to business needs, and strengthening retention.

Position: Client Acquisition Specialist

Jobberman Nigeria

05/2022 – 08/2022

Key Responsibilities:

- Generated and qualified leads by conducting targeted market research and executing structured cold outreach, contributing to a 35% increase in the active sales pipeline.
- Engaged prospects through calls, emails, social media, and in-person visits, communicating service value and addressing objections, resulting in a 30% lead-to-client conversion rate.
- Guided new clients by coordinating documentation and providing step-by-step support, achieving a 95% successful onboarding completion rate and strong early client satisfaction.
- Closed and managed deals by negotiating contracts and pricing through tailored proposals, contributing to consistent monthly revenue growth.

Other Responsibilities:

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| • Field Sales Representative | - | MultiChoice Group | - | 09/2021 – 05/2022 |
| • Brand Promoter | - | Guinness Nigeria Plc | - | 01/2021 – 07/2021 |

KEY ACHIEVEMENTS

- **Revenue Growth:** Consistently exceeded individual and team sales targets, generating over ₦250 million in revenue by combining disciplined sales execution with customer engagement.
- **Client Onboarding and Compliance Delivery:** Successfully onboarded over 1,800 clients by guiding customers through KYC requirements and ensuring a smooth onboarding experience.
- **Retail Expansion:** Expanded market presence by registering over 500 retail outlets, driving full adoption of the company's retail app, and improving customer retention.
- **People Development and Performance Enablement:** Strengthened team performance by providing hands-on training and ongoing support to more than 15 coworkers.

EDUCATION & CERTIFICATIONS

2024	Bachelor of Science in Guidance and Counseling Psychology University of Benin – Edo State, Nigeria
2024	Certificate of Training in On-Demand IT Support Skills Digital Witch Support Community

PROFESSIONAL MEMBERSHIP

- Teachers Registration Council of Nigeria (TRCN)
- Counseling Association of Nigeria (CASSON)