

CLEOPATRA CHIDERA OGUORAH

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PROFESSIONAL SUMMARY

I enjoy connecting the dots between a promising idea and the people, partnerships, and market opportunities that can help it grow. With a B.Sc. in Biotechnology and 3 years hands-on experience across business development, market research, stakeholder engagement, and product-development support, I bring a blend of scientific curiosity and commercial thinking to my work. I have supported partnership outreach, prepared client-facing proposals, and contributed to projects where product potential needs to be understood in practical market terms. I am keen to help growth-focused teams build relationships, validate opportunities, and turn well-developed products into compelling offerings for customers.

CORE SKILLS

- Business development and partnership outreach
- Lead generation and prospect research
- Proposal and pitch-deck development
- Product positioning and commercialization support
- Research, analysis, and problem-solving
- Market research and competitor analysis
- Client relationship management
- Stakeholder coordination and follow-up
- Sales support and negotiation
- Microsoft Office and Google Workspace and ERP systems proficiency

PROFESSIONAL EXPERIENCE

Business Development Executive | FOWM Biotechnology Ltd.

Dec 2024–Present • Full Time

- Conduct outreach to prospective business partners and customers, building a pipeline of opportunities across biotechnology and consumer-facing sectors.
- Supported the development of five new collaborations through targeted outreach to 20+ potential partners, strengthening the company's visibility and relationship network.
- Contributed to B2B negotiations and deal closure for opportunities valued at more than ₦5 million; the CV records a 20% increase in revenue streams associated with this work.
- Develop partnership proposals and client-facing presentations tailored to prospect needs, communicating product value and potential areas for collaboration.
- Build and maintain relationships with decision-makers, coordinating follow-ups and supporting conversations from initial contact through partnership discussions.
- Contribute a business-development perspective to product-related projects, including market opportunity research, product positioning, and commercialisation planning.

Research Intern (Business Development) — Research, Innovation and Product Development Unit (RIND) | Nigerian Institute of Medical Research (NIMR)

Oct 2023 – Sep 2024 • National Youth Service Corps (NYSC)

- Supported research and product-development activities by gathering and organising information relevant to product opportunities, market needs, and potential applications.
- Conducted desk research to help assess market context, comparable products, target users, and possible routes to market for innovation-led products.

- Assisted with documenting project information, research findings, and product-development updates for internal review and stakeholder discussions.
- Worked with team members across research and product-development activities to help connect technical work with user needs and potential commercial applications.
- Contributed to the preparation of presentations, briefs, and supporting materials used to communicate project concepts and development progress.
- Supported the identification of potential stakeholders and collaboration opportunities relevant to research translation and product innovation.

Virtual Assistant (Freelance) | DOBYT Enterprise

Aug 2023- Dec 2024 • Remote

- Managed more than 50 client communications monthly, supporting outreach activity for fashion and lifestyle brands.
- Researched potential influencers, brands, and collaboration opportunities, contributing to three successful brand collaborations.
- Prepared and organised email correspondence, pitch decks, and supplier communications to support client engagement and business operations.
- Helped improve response turnaround by 40% through organised follow-up and communication management.

SELECTED PROJECTS

Nasco — Product Formulation Support

- Supported the business-development side of a product-formulation project by organising market and competitor information to help clarify product positioning and potential customer needs.
- Contributed to discussions around product value proposition and how formulation decisions could align with consumer expectations and market opportunities.
- Helped coordinate project information and prepare supporting materials for internal discussions and stakeholder updates.

FowmNutri — Egg Powder Formulation

- Supported early commercialisation thinking for the egg powder product by considering potential customer segments, use cases, and market demand across relevant food and nutrition applications.
- Contributed to product-positioning discussions, focusing on the product's practical value, target users, and potential differentiators.
- Helped organise product and market information to support business-development conversations and planning for potential routes to market.

EDUCATION

Bachelor of Science (B.Sc.), Biotechnology | Godfrey Okoye University | 2019–2023

CERTIFICATIONS

- Sales Skills Certificate — Udemy (2025)
- Executive Assistant Professional Certificate — Udemy (2025)

TOOLS

- Google Workspace: Docs, Sheets, Drive, Gmail, Calendar, Outlook
- Communication and virtual meetings: Zoom, Microsoft Teams, Google Meet