

DESMOND OBINNA PAUL
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PROFESSIONAL SUMMARY

Enthusiastic, self-driven, and highly adaptable professional with over 10 years of experience driving business growth, operational excellence, and stakeholder engagement across diverse sectors. Recognized for strong intellectual curiosity, creative problem-solving, and the ability to build and sustain productive relationships with internal and external stakeholders. Experienced in logistics, supply chain management, strategic planning, market analysis, project coordination, and the implementation of innovative business initiatives. Possesses excellent communication, negotiation, and customer service skills, with a proven ability to lead cross-functional collaborations, manage complex projects, and deliver impactful results in dynamic environments.

SKILLS

Proficiency in the use of CRM software	Microsoft Office Suite
MS Packages (Word, Excel and Power point)	Excellent Presentation Skill
Creative Problem-Solving Skill	Active Listening Skill
Exceptional Communication skills	Negotiation Skill
Business Development and Lead Generation	Time Management
Leadership skill	Project Management
Consultative Selling	Solution Selling

PROVEN JOB ROLES

BUSINESS MANAGER The SME Mall	04/2025 to Present
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- Driving sustainable revenue growth and activation of new Service Providers and SME clients across the SME ecosystem.
- Developing and executing strategic partnerships with financial institutions, corporates, associations, and ecosystem stakeholders.
- Managing the SME product pipeline from development to commercialization, ensuring market readiness and adoption.
- Ensuring operational excellence across all SME Mall offerings through structured processes and performance monitoring.
- Supervising sales performance and leading, mentoring, and managing a team of Sales Executives.
- Setting and monitoring weekly and monthly sales targets, conducting daily performance reviews, and tracking pipeline conversion rates.
- Providing field coaching and participating in joint sales calls to improve close rates and client acquisition.
- Executing B2B and B2C acquisition strategies to expand institutional and retail client base.
- Overseeing structured Service Provider onboarding, activation, and compliance processes.
- Coordinating sponsorship initiatives and strengthening institutional collaborations.

- Overseeing community engagement programs to enhance ecosystem participation and brand positioning.
- Ensuring alignment with overall business objectives through effective reporting, cross-functional collaboration, and continuous improvement of SME-centric products and services.

SALES MANAGER – KEY ACCOUNT

08/2024 to 03/2025

PetroApp Nigeria

- Collaborating with teams to develop commercial strategies that addressed customer needs, which helped increase customer satisfaction and improve order conversion rates.
- Developed strong relationships with key customers, consultants, and contractors, improving customer loyalty and securing repeat business, which led to a significant increase in customer retention rates
- Providing regular forecasts and action plans by analyzing regional trends and maintaining CRM adoption, increasing accurate forecasting and reducing sales cycle time.
- Acquired a thorough understanding of key customer needs and requirements streamlined delivery action plans
- Expanding relationships with existing customers by continuously proposing solutions that meet their objectives
- Ensuring the correct products and services are delivered to customers in a timely manner
- Serving as service manager and as the communication link between key customers and internal stakeholders / teams
- Forecasting rising issues and resolving any issues and problems faced by customers and deal with complaints to maintain trust.
- Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics.

Business Development Manager - Sales / Operations

01/2019 to 07/2024

FedEx Red Star Express Plc

- Ensured substantial lead generation, prospect profiling and upselling new solutions to existing clientele.
- Defined and managed key strategies for the regions by developing a unified approach with the wider team, increasing regional sales performance and enhancing market positioning.
- Collaborated with various teams/departments to innovate and implement delivery processes that enhance goals
- Maintained solid working relationships with my clients by ensuring that their needs are met and complaints are resolved in a timely manner.
- Continually meeting and exceeding sales targets by listening to my clients, understanding their needs and providing services tailored to their needs.
- Discovered lapses in services delivery to customers and offer solutions to mitigate them
- Negotiated, managed and executed RFQs and quotes for spot buys, formal bids and long-term agreement.
- Managed material cost/risk through several methods including service/supply agreement, negotiation, and alternative sourcing project and kaizen initiatives.

ACCOUNT RELATIONSHIP OFFICER

07/2017 to 01/2019

Fidelity Bank PLC

- **Managed and maintain client accounts, acting as their main point of contact for any issues.**
- **Assisted clients with various transactions, including online transfers, foreign exchange, and cheque confirmations.**
- **Assisted clients in resolving problems with their accounts, such as verifying a transaction that did not go through.**
- **Assisted clients to access other bank services and address their needs promptly.**
- **Sales and business development by marketing the bank's products and services to potential and existing customers.**

MSME PROPOSITION AND RECOVERY OFFICER|

06/2016 to 06/2017

Legalfield Partners

- **First-level of communications on all client's onboarding needs and inquiries**
- **Extensively achieved MSME drive through supporting and growing the MSME projects**
- **Successfully tracked and recover outstanding debts from MSME**
- **Constant follow up on repayments and settlements**
- **Legal coordination with litigation team for further necessary actions**

EDUCATION

**University of Lagos | Master's Degree
Marketing, 2023**

**Ebonyi State University | Bachelor's Degree
Marketing, 2013**

CERTIFICATIONS

- **FedEx (Red Star Express) Purple Academy Consultative Selling Skills |Dec 2021**
- **Certified Project Manager (CPM) from International Project Management Professionals IPMP| May 2015**
- **Proficiency Certificate in Management from National Institute of Management (Chartered)|Oct 2015**
- **The Chartered Institute of Logistics and Transport (Chartered Member) Oct 2024**

PROFESSIONAL MEMBERSHIP

- **Rotary International | Rotary Club of Nigeria District 9140 - Member**
- **National Institute of Management (Chartered) | Graduate Member**
- **The Chartered Institute of Logistics and Transport (CILT) |2024**
- **Chartered Institute of Sales and Customer Service Management | Fellow (in view)**

OTHER PROVEN JOB ROLES

- **Sales Representative- One2one communication.**
- **New worth Marketing company (Entrepreneur).**