

BUSINESS DEVELOPMENT EXECUTIVE

Emmanuel John

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PROFESSIONAL SUMMARY

Business development professional with 6 years of combined experience and a consistent track record of building partnership pipelines, driving customer acquisition, and executing brand activation campaigns across mobility, retail, hospitality, and automotive finance sectors in Nigeria. Currently a Business Development Analyst at LINC Ride, identifying and developing strategic partnerships with corporate organizations, communities, and ecosystem partners. Prior experience spans experiential marketing partnerships, B2B sales in hospitality and real estate, and customer acquisition in automotive financing, complemented by product management experience (PRDs, user stories, sprint planning) at StreetSchool Education. Team-oriented, teachable, and success-driven, with strong skills in market research, proposal development, and stakeholder relationship management.

CORE COMPETENCIES

Strategic Partnership Development • Business Development Pipeline Management • Market Research & Competitor Analysis • Proposal & Business Case Development • Experiential Marketing & Brand Activation • Client Acquisition & Relationship Management • Sales Presentations & Demonstrations • Product Requirement Documentation (PRDs)

PROFESSIONAL EXPERIENCE

Business Development & Hotel Onboarding — Inovacao (HotelPerHour)

2 months – Present

- Assisted hotels with onboarding onto the HotelPerHour platform, explaining its booking process and helping hotel staff understand how to manage reservations.
- Supported hotel partners with booking enquiries, room availability updates, rate verification, and corrections to hotel information.
- Engaged hotel managers and front desk personnel to address onboarding challenges and ensure a smoother reservation process.
- Responded to hotel partners' questions and followed up on account access, dashboard issues, and reservation management.
- Built and maintained relationships with hotel representatives to improve platform adoption and service delivery.
- Supported customer acquisition activities by visiting hotels, presenting the platform's value, and coordinating follow-up meetings.

Business Development and Operations Manager — RAE Cleaning Services

5 months

- Drive partnership and client acquisition for managed janitorial services, targeting facility management companies, property managers, and corporate organizations.
- Plan and run field outreach and cold-calling campaigns, build lead databases, and book site assessments in line with the company's sales playbook.
- Position and sell tiered managed cleaning packages (Essential, Professional, Elite) on the message "we don't just send cleaners, we manage your cleaning."
- Oversee client service delivery by compiling monthly service reports, following up on quality issues, and preparing partnership letters, proposals, and quotations.
- Run outbound B2B prospecting and cold outreach, using structured communication frameworks to open conversations, qualify leads, and move prospects to meetings.
- Pursue strategic partnerships with prospective partners and industry bodies, preparing meeting scripts and partnership proposals.
- Present the company's service value to prospective clients and partners and follow up to keep relationships and deals moving.

Business Development Analyst — LINC Ride

1 year 2 months

- Identify, evaluate, and develop strategic partnership opportunities with corporate organizations, communities, SMEs, and ecosystem partners.
- Build and manage a business development pipeline from prospecting through to partnership execution.
- Conduct market research and competitor analysis to identify growth opportunities and support expansion strategies.
- Prepare partnership proposals, business cases, and presentations for prospective partners and stakeholders.
- Collaborate with cross-functional teams to execute partnership campaigns that drive customer acquisition and brand visibility, strengthening relationships with business leaders and community managers along the way.

Brand & Partnerships Executive — Yikodeen Company Limited

1 year 5 months

- Developed and executed brand activation and partnership initiatives to increase market penetration, onboarding partners including fitness studios, retail outlets, event organizers, and lifestyle communities.
- Coordinated experiential marketing campaigns and product launches that engaged over 1,200 consumers and contributed to a 30% increase in monthly sales.
- Built and maintained relationships with retail partners and external stakeholders, tracking campaign performance to inform continuous improvement.

Sales & Business Development Associate — Majeurs Holding

9 months

- Prospected and developed business opportunities within the hospitality, corporate, and real estate sectors, building relationships with developers, procurement managers, architects, and business owners.
- Conducted client meetings, presentations, and product demonstrations, preparing quotations, proposals, and commercial documentation.
- Grew a pipeline of prospective clients and strengthened customer relationships, resulting in repeat engagements and improved retention.

Acquisition Associate — Autochek Africa

1 year 6 months

- Acquired new customers for vehicle financing and automotive financial solutions, generating qualified leads through outbound prospecting, referrals, and dealership partnerships.
- Educated customers on financing options, equity release, warranties, and inspection services, managing relationships throughout the sales lifecycle.
- Collaborated with dealership partners to expand customer acquisition, consistently meeting acquisition targets.

Associate Product Manager — StreetSchool Education

7 months

- Collaborated with product, design, and engineering teams to define product requirements for an EdTech platform serving African learners.
- Conducted user research, market analysis, and competitor benchmarking to inform feature prioritization.
- Developed Product Requirement Documents (PRDs), user stories, and acceptance criteria, and supported sprint planning and backlog prioritization within Agile development cycles.

EDUCATION

B.Sc. Banking and Finance — University of Uyo

CERTIFICATIONS

Product Management • Social Media Management • Digital Marketing • Financial Analysis