

EMMANUEL ORUMAH

BUSINESS DEVELOPMENT MANAGER | SALES & MARKETING PROFESSIONAL

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PROFESSIONAL PROFILE

Results-driven **Business Development, Sales & Marketing professional** with over **15 years of progressive experience** across the electronics, telecommunications, FMCG, and retail sectors.

Experienced in **business development, revenue growth, sales leadership, market expansion, distribution management, dealer network development, customer acquisition, and strategic relationship management.**

Proven ability to identify new business opportunities, develop strategic partnerships, expand market presence, manage sales teams, and implement commercially focused strategies that deliver sustainable business growth.

Strong expertise in **B2B and B2C sales, channel management, territory development, lead generation, negotiation, market intelligence, key account management, and sales performance management.**

CORE COMPETENCIES

Business Development & Revenue Growth • Sales & Marketing Strategy

B2B & B2C Sales • Lead Generation & Customer Acquisition

Market Expansion & Territory Development • Dealer & Distributor Network Development

Channel & Distribution Management • Key Account Management

Strategic Partnerships & Negotiation • Customer Relationship Management

Market Research & Competitive Intelligence • Sales Team Leadership & Coaching

Retail & Distribution Operations • Product Promotion & Brand Development

Sales Reporting & Performance Analysis

PROFESSIONAL EXPERIENCE

BUSINESS DEVELOPMENT MANAGER

Ideal Electronics, Ikeja, Lagos

January 2026 – Present

- Develop and execute business development strategies to increase revenue, customer acquisition, and market penetration.
- Identify, qualify, and convert new business opportunities across retail, corporate, property development, interior decoration, and related sectors.
- Generate and manage sales leads through structured prospecting, follow-up, customer engagement, and relationship development.
- Build and maintain strong relationships with corporate clients, dealers, contractors, interior decorators, estate developers, and strategic business partners.
- Conduct market research and competitor analysis to identify customer needs, market trends, and emerging opportunities.
- Develop new customer and distribution channels to expand the company's market reach.
- Present and promote company products while providing customers with suitable product recommendations based on their needs.
- Manage the sales pipeline from prospecting and negotiation through conversion and customer retention.
- Maintain accurate records of prospects, customer interactions, sales activities, and business opportunities.
- Collaborate with management and internal teams to improve customer satisfaction, sales performance, and overall business growth.

GENERAL MANAGER

Cell Craft Distribution Limited — Mobile Phones & Accessories

August 2022 – November 2025

- Provided overall leadership for business operations, sales growth, distribution, customer acquisition, and business development.
- Developed and implemented sales strategies to expand market coverage and improve revenue performance.
- Expanded and managed dealer and distributor networks across strategic territories.
- Identified new markets, customer segments, and commercial opportunities for business expansion.
- Negotiated and managed strategic partnerships, distribution arrangements, and key customer relationships.
- Led the recruitment, training, supervision, coaching, and performance management of sales personnel.
- Established sales objectives and monitored team performance against business targets.
- Managed key customer and dealer relationships to strengthen retention and increase business volume.
- Conducted market and competitor analysis covering pricing, product availability, customer behaviour, and market opportunities.
- Prepared regular commercial reports and provided management with market intelligence and business recommendations.

BRAND MANAGER

Infinix Nigeria

2018 – 2021

- Developed and implemented brand strategies to strengthen market presence and support business growth.
- Coordinated brand marketing activities, promotional campaigns, product launches, and market activation initiatives.
- Worked closely with distributors, dealers, retailers, and channel partners to improve product visibility and market penetration.
- Conducted market research and monitored consumer behaviour, competitor activities, pricing, and industry trends.
- Supported the development and execution of marketing campaigns aligned with business and sales objectives.
- Managed brand positioning and ensured consistency in product presentation and promotional activities.
- Collaborated with sales teams and channel partners to identify market opportunities and improve product performance.
- Monitored campaign and market performance and provided management with reports and recommendations.

ZONAL MANAGER – SALES

NTA Star TV Network (StarTimes)

2012 – 2018

- Managed sales operations and market development across the North Central region.
- Developed, recruited, and managed dealer and distributor networks to increase market penetration.
- Implemented regional sales strategies designed to achieve and exceed assigned targets.
- Identified new territories and business opportunities and developed strategies for market expansion.
- Managed relationships with key dealers, distributors, corporate customers, and strategic partners.
- Coordinated promotional activities, market activations, and customer engagement initiatives.
- Monitored territory performance and implemented corrective strategies where required.
- Supervised and motivated sales teams to ensure effective execution of regional sales plans.
- Conducted market visits and monitored competitor activities, pricing, and market trends.
- Prepared regular sales, market intelligence, and competitive analysis reports for management.

AREA SALES SUPERVISOR

Flour Mills of Nigeria Plc

2008 – 2012

- Managed sales activities, customer coverage, and territory development within assigned areas.

- Supervised van sales representatives and monitored daily sales performance.
- Developed and maintained strong relationships with retailers, distributors, and key trade customers.
- Expanded customer coverage and improved product availability across assigned territories.
- Implemented sales initiatives to increase market penetration and product movement.
- Monitored competitor activities, pricing, promotions, and market trends.
- Prepared sales reports and provided management with market and customer feedback.
- Supported the achievement of regional and company-wide sales objectives.

SALES REPRESENTATIVE

Chivita Nigeria Limited

2004 – 2008

- Generated new business opportunities and developed relationships with retail customers.
- Expanded product distribution and customer coverage across assigned territories.
- Managed existing customer accounts and identified opportunities for increased sales.
- Conducted regular market visits to monitor product availability, customer demand, pricing, and competitor activities.
- Supported product promotions, merchandising, and market visibility initiatives.
- Maintained strong relationships with retailers, distributors, and other trade partners.
- Provided regular feedback on customer preferences, market conditions, and competitive activities.

EDUCATION

Higher National Diploma (HND), Banking & Finance

Federal Polytechnic, Offa, Kwara State — 2007

National Diploma (ND), Banking & Finance

Federal Polytechnic, Offa, Kwara State — 2002

TECHNICAL & BUSINESS TOOLS

Microsoft Word • Microsoft Excel • QuickBooks • NetSuite • Finacle • POS Systems • Inventory Management Systems • Sales Reporting & Data Analysis

PROFESSIONAL STRENGTHS

Strategic Business Development • Commercial & Market Awareness • Leadership & Team Management • Relationship & Stakeholder Management • Negotiation & Persuasion • Customer-Centric Approach • Sales Performance Management • Market Intelligence & Analysis • Problem Solving & Decision Making • Communication & Presentation • Adaptability & Resilience • Results-Oriented Execution

LANGUAGES

English | Hausa | Yoruba | Igala

REFERENCES

Available upon request.