

GBEMINIYI AYO OLA

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PROFESSIONAL SUMMARY

Results-driven Sales & Business operations Lead with 10+ years of experience delivering exceptional customer experience, driving revenue growth, and leading high-performing teams across FMCG, technology, finance, and services sectors. Proven track record in building client-centric strategies, strengthening key accounts, and improving service delivery frameworks that enhance retention and lifetime value. Expert in business relationship management, service operations optimization, and cross-functional leadership, with demonstrated success managing large client portfolios, improving customer satisfaction metrics, and scaling operations across diverse markets. Known for combining data-driven insights with strong stakeholder engagement to deliver measurable business outcomes.

CORE SKILLS & COMPETENCIES

- Revenue Generation & Growth
- Business Relationship & Key Account Management
- Team Leadership, Coaching & Performance Optimization
- Service Delivery Optimization & SLA Management
- Stakeholder Engagement & Cross-Functional Collaboration
- Process Improvement & Operational Efficiency
- Data Analytics & Performance Reporting (Power BI, Excel, CRM Tools)
- Budgeting, Forecasting & Resource Planning

PROFESSIONAL EXPERIENCE

Business Development Manager | FIFY Technical Services – Lagos, Nigeria | Jun 2024 – Present

- Led client acquisition and service delivery strategy, increasing new client onboarding by 15% within 6 months.
- Developed and executed customer engagement frameworks that improved client retention by 20%.
- Managed key client accounts and partnerships, contributing to 25% revenue growth across two quarters.
- Introduced KPI-driven service delivery metrics, improving team productivity by 30% and SLA compliance.
- Collaborated with operations and technical teams to enhance service quality and reduce turnaround time by 18%.

Key Achievements:

- Secured and managed B2B contracts worth ₦100M+, improving overall profitability by 15%.
- Built real-time client service dashboards that improved visibility and reduced operational downtime by 20%.

Business/Operations Manager | Abjom Tech – Lagos, Nigeria | Feb 2023 – Jun 2024

- Led operations and client service delivery across 3 business units, improving efficiency by 22%.
- Designed and implemented customer experience workflows that improved project delivery timelines by 25%.
- Managed cross-functional teams (tech, finance, customer success) to ensure seamless service delivery and issue resolution.
- Introduced structured client feedback systems, increasing customer satisfaction scores by 18%.
- Implemented cost optimization strategies, reducing operational expenses by 18% while maintaining service quality.

Key Achievements:

- Developed a 24/7 service monitoring system, reducing service errors by 20% and improving reliability.
- Improved client onboarding experience, reducing onboarding time by 30% and increasing early-stage retention.

Business Manager | RabloWoods & Company – Lagos, Nigeria | 2020 – 2022

- Led a 10+ member team, driving 35% year-on-year revenue growth through improved service delivery and client engagement.
- Strengthened client relationships and account management processes, increasing repeat business by 25%.
- Restructured supply chain and service processes, reducing delivery cycle time by 20%.
- Implemented performance dashboards to track service KPIs and client satisfaction metrics.
- Negotiated vendor and client contracts, improving cost efficiency and service consistency.

Key Achievements:

- Increased client satisfaction scores by 15% through structured service improvement initiatives.
- Reduced procurement and operational costs by 20%, improving overall business margins.

Commercial Finance Business Analyst | Suntory Beverage & Foods Nigeria Ltd – Lagos | 2018 – 2020

- Partnered with sales and marketing teams to design pricing and customer strategies, contributing to 5% market share growth.
- Developed client and commercial performance dashboards supporting a ₦500M product launch strategy.
- Delivered actionable insights that improved revenue performance by 12% across key product lines.
- Supported budgeting, forecasting, and financial planning to enhance service delivery decision-making.

Key Achievements:

- Improved financial planning accuracy by 20%, reducing operational risk in high-volume transactions.
- Enhanced reporting efficiency, reducing decision-making turnaround time by 35%.

Sales Operations Executive | Reckitt Benckiser Nigeria Ltd – Lagos, Nigeria | 2014 – 2018

- Developed real-time sales and customer performance dashboards, improving reporting speed by 40%.
- Supported field teams with operational insights, reducing stockouts and improving service availability by 25%.
- Coordinated distributor and client operations to ensure consistent product availability and service delivery.
- Strengthened CRM usage and reporting processes, improving client engagement and communication.

Key Achievements:

- Increased distributor service efficiency, leading to 20% improvement in order fulfillment rates.
- Improved customer engagement through enhanced reporting systems, boosting account performance visibility by 30%.

EDUCATION

B.Sc. Business Administration | University of Lagos, Nigeria |

CERTIFICATIONS

- Google Data Analytics Professional Certificate |
- Tekedia Institute Mini MBA (*In View*)