

ADELAKUN TOHEEB ADEOLA

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PROFESSIONAL SUMMARY

Results-driven Business Development Manager with over 6 years of experience driving revenue growth, merchant acquisition, strategic partnerships, and market expansion within the fintech and FMCG sectors. Proven ability to increase transaction volume, develop high-performing sales teams, and build long-term client relationships. Skilled in digital payments, POS solutions, agency banking, merchant retention, and business strategy.

CORE COMPETENCIES

- Business Development
- Merchant Acquisition & Retention
- Key Account Management
- Fintech Sales Strategy
- FMCG Market Expansion
- POS & Digital Payment Solutions
- Revenue Growth
- Relationship Management
- Negotiation & Closing
- Market Research & Analysis
- Team Leadership
- CRM Management

PROFESSIONAL EXPERIENCE

1. Opay Digital Service: (June 2025- Present)

Business Development Manager: Key Responsibilities:

- Developed and executed strategic plans to increase merchant acquisition across assigned territories.
- Managed relationships with key merchants and corporate clients.
- Increased transaction volume through merchant engagement and retention initiatives.
- Collaborated with operations and product teams to improve customer experience.
- Led field sales officers to achieve monthly revenue targets.

Achievements:

- Increased active merchant base by 45% within 12 months.
- Grew monthly transaction value from ₦50M to ₦180M.
- Successfully onboarded over 500 new merchants across Lagos and Ogun State.
- Reduced inactive merchant rate by 30%.

2. OmniRetail Technology Limited: (Aug 2024- May 2025)

Area Business Manager: Driving of Sales through Data generating Analysis, Managing and coordinating Sales Team through proper channel to get to the Wholesales and Retails end. Adequate Environment Analysis that drives demands, Customer retention, Adequate support to logistics Channel, product availability and Area wise Survey.

3. Multipro Consumer Products, Lagos, Nigeria (Sept 2022 - July 2024)

Sales Manager/Sales Partner (indomie/ Addmie): Develop and implement new Sales and Marketing plans and define the strategy for every month. Daily and monthly Projection of Sales towards proper planning, supervise and coordinate daily activities of the Resources personnel to achieve our target. Improve the communication with the market department to better understand the competitive position. Ensuring that new clients will grow into a loyal customers base in a specialist rich market to implement a new loyalty progra

and Review constantly the customers feedback and the suggested ways to improve the process and customers service levels which increases the satisfaction rate from 81% to 95%.

4. Multipro Consumer Products, Lagos, Nigeria (Aug 2019–Sept 2022)

- **Sales Executive (Indomie);** as the Sales Representative: Overseeing sales activities, Organize and coordinate sales activation and routings, understand customer needs and offer solutions and support, driving product for and nearest to the consumer, daily Sales reconciliation, Stock reconciliation and sales analysis and performance towards target goals.

5. Audire Glance Consult (Audit): (January 2019, – July 2019)

Internal Audit Officer (VGC Water Service): Auditing and analysis of financial statements, Monitoring spending and budgets, Sales reconciliation, Stock reconciliation, Bank reconciliation, Assess the company's risks and the efficacy of its risks management effort and Internal Control.

6. (ICT), Uni access Lagos Nigeria (April, 2012 – January, 2016)

Logistics personnel: Specialized in logistics that developed the first mobile app in Nigeria that is a resource for prospective university students, was also responsible for data base that enhanced healthy communication with quality assurance partners and funding partner.

EDUCATION AND TRAINING

1. Obafemi Awolowo University, Ile-Ife, Osun, Nigeria (2025 - Present)

Master in Business Administration (MBA)

2. Training Hub of Gwise Brands Limited, Lagos, Nigeria (August, 2023- February, 2024)

Data Analytics and Visualization: Received Training in Spreadsheet, R - programming, Cleansing, Data Analysis, Data visualization with Tableau, SQL, Power BI, Questioning, Metadata, Data collection, Data ethics and Samples size Determination.

3. Obafemi Awolowo University, Ile-Ife, Osun, Nigeria (2014 - 2018)

- Bachelor of Science in Public Administration; graduated with Second class (Hons.) upper division.

4. Pan Atlantic University, Lagos (EDC) (November, 2016 –December, 2016)

- Received Certificate of Participation in the capacity building programme in the BOI youth entrepreneurship support programme.

5. African Management Initiative (Online) (September, 2016 – November, 2016)

- Received Certificate of Completion in Setting Goals for success, Self- Management, Influencing Others, How to Create Marketing Plan, Effective Communication, Brand Building, Customer Relationship Marketing, Building a great team, Personal Productivity, Enabling your people to perform, Motivating your people, Market Segmentation, Targeting and Positioning.

6. The Polytechnic Ibadan, Nigeria (2013 - 2015)

- Notional Diploma in Office Technology and Management; graduated with Upper Credit.

PROFESSIONAL REFERENCE

Availability on request