

# RICHARD ADETULA

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## PROFILE SUMMARY

Results-driven Sales, Business Development, and Relationship Management Professional with over 6 years of progressive experience spanning Banking, Financial Services, and Oil & Gas. Proven track record in driving revenue growth, business expansion, contract negotiations, client acquisition, key account management, tendering, and strategic partnerships. Experienced in building and maintaining strong relationships with corporate clients, National Oil Companies (NOCs), Oil Service Companies, and SMEs. Adept at identifying market opportunities, developing sales strategies, managing high-value portfolios, and consistently exceeding performance targets. Strong commercial acumen, stakeholder management skills, and deep understanding of Nigeria's business environment.

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## CORE COMPETENCIES

Business Development • Sales Management • Key Account Management • Revenue Growth • Contract Negotiation • Tender & Bid Management • Client Relationship Management • Strategic Planning • Market Research & Analysis • Customer Acquisition • Stakeholder Engagement • Sales Forecasting • Pricing Strategy • Commercial Operations • Portfolio Management • Credit Assessment • CRM Software • Team Collaboration • Oil & Gas Sales • SME Banking

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## PROFESSIONAL EXPERIENCE

### Joshanoch Oil & Gas Limited

**Sales Manager** | May 2024 – June 2026

- Spearheaded business development activities across the Nigerian Oil & Gas sector, identifying and converting new business opportunities into profitable revenue streams.
- Developed and executed strategic sales and market penetration plans that increased customer acquisition and strengthened market presence.
- Built and maintained strong relationships with National Oil Companies (NOCs), Oil Service Companies, contractors, procurement teams, and key industry stakeholders.
- Managed tendering and bid processes, including proposal preparation, pricing analysis, commercial evaluations, and contract negotiations.

- Conducted market intelligence gathering, competitor analysis, and industry trend assessments to support executive decision-making.
- Led sales activities involving volume forecasting, margin analysis, pricing strategy, and profitability optimization.
- Coordinated with procurement, logistics, operations, and technical teams to ensure successful project execution and customer satisfaction.
- Managed end-to-end sales cycles from lead generation and prospecting to contract execution and post-sales relationship management.
- Developed strategic account plans for key customers, resulting in increased repeat business and long-term partnerships.
- Resolved customer operational and commercial issues promptly, improving customer satisfaction and retention.
- Prepared detailed sales reports, market research reports, business forecasts, and performance presentations for management.
- Ensured compliance with company policies, industry regulations, HSE standards, and ethical business practices.

## **Key Achievements**

- Expanded customer portfolio by over 35% through strategic business development initiatives.
- Secured multiple high-value supply and service contracts within the Nigerian Oil & Gas industry.
- Consistently exceeded annual revenue and sales targets while maintaining profitable margins.
- Strengthened relationships with major industry stakeholders, contributing to increased business opportunities and market growth.

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## **Ecobank Nigeria Limited**

### **Relationship Manager | February 2021 – January 2024**

- Managed and expanded SME client portfolios worth over ₦500 million through strategic relationship management and business development initiatives.
- Increased deposit mobilization by over ₦500 million within 12 months through aggressive customer acquisition and retention strategies.
- Successfully facilitated and disbursed SME loans exceeding ₦300 million while maintaining strong portfolio quality.
- Consistently exceeded monthly and quarterly sales targets across deposits, loans, account acquisition, and digital banking products.
- Onboarded over 100 high-value SME customers, contributing significantly to branch profitability and market expansion.
- Improved customer retention through proactive engagement, financial advisory services, and timely issue resolution.

- Reduced loan default exposure through effective credit monitoring and portfolio management.
  - Ensured full compliance with KYC, AML, and regulatory requirements.
  - Drove digital banking adoption among SME customers, increasing transaction efficiency and customer engagement.
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## **Zenith Bank Plc**

**Relationship Manager** | November 2019 – December 2020

- Expanded retail and SME customer base by onboarding over 200 new customers within one year.
  - Grew agency banking network through onboarding and support of over 50 agents.
  - Increased retail deposit portfolio by approximately ₦100 million through targeted sales and relationship management strategies.
  - Promoted digital and agency banking solutions, increasing electronic transaction adoption among customers.
  - Consistently exceeded monthly sales targets for accounts, deposits, and e-banking products.
  - Contributed significantly to branch profitability through aggressive customer acquisition and portfolio growth initiatives.
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## **EDUCATION**

### **Ahmadu Bello University**

**MSc Information Management**

Distinction | February 2026

### **Federal University of Technology, Akure**

**B.Tech Quantity Surveying**

Second Class Upper | March 2018

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## **RELEVANT COURSEWORK**

Strategic Management • Financial Analysis & Reporting • Operations Management • Marketing Strategy • Organizational Behaviour • Business Ethics & Corporate Social Responsibility

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## PROJECT EXPERIENCE

### Ecobank Nigeria Limited

**Account Expansion Project** | February 2023 – March 2023

- Led a cross-functional team in identifying and prioritizing high-value accounts for business expansion.
- Developed customized account growth strategies tailored to client objectives and business needs.

### Zenith Bank Plc

**Agency Banking Expansion Campaign** | November 2019 – March 2020

- Participated in the expansion of agency banking operations across retail markets.
- Supported the deployment and growth of POS infrastructure within assigned territories.

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## TECHNICAL SKILLS

Sales Strategy & Development • Business Development • Client Relationship Management • Account Management • Contract Negotiation • Tender Management • Bid Management • Market Research & Analysis • Stakeholder Management • CRM Software • Credit Assessment • Portfolio Management • Microsoft Office Suite • Business Reporting • Sales Forecasting

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## PROFESSIONAL STRENGTHS

- Revenue Generation & Business Growth
- Strategic Relationship Management
- Commercial Negotiation
- Customer Retention & Satisfaction
- Market Expansion
- Team Collaboration
- Problem Solving & Decision Making
- Communication & Presentation Skills