

UNYIME PETER JOACHIM

Territory development & FMCG Sales Leader | Revenue Growth & Market Expansion
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(Available to travel extensively across Nigeria)

PROFESSIONAL SUMMARY

Sales & Key Distributor Manager with 8+ years of experience driving revenue growth, territory expansion, and distributor performance across the FMCG industry.

Proven track record of managing multimillion-naira territories, consistently exceeding sales targets, and expanding market share across retail, wholesale, and modern trade channels through effective route-to-market execution, key account management, and trade marketing.

Managed distributor operations generating over ₦155 million in monthly turnover, led and developed a team of 13 Sales Representatives, and expanded retail coverage to more than 1,200 outlets while delivering sustainable revenue growth and strengthening distributor performance.

PROFESSIONAL EXPERIENCE

Key Distributor Sales Manager

[Unilever Plc Nigeria](#)

Sep 2023 - Jan 2026

Key Achievements

- Successfully led distributor operations that consistently delivered business objectives, generating a monthly turnover of ₦155 million.
- Coached and led a team of 13 Sales Representatives, consistently achieving KPIs, Perfect Assortment, and 50% Perfect Store compliance each month.
- Increased retail coverage to 1,200 outlets with an average bill value (ABV) of ₦50,000, expanded wholesalers to 12 with an ABV of ₦3 million, and grew sub-distributors to 5 with an ABV of ₦12 million.
- Enhanced sales execution, improving product availability and market visibility while reducing out-of-stock (OOS) occurrences by 75%.
- Increased SKU distribution and improved channel performance through data-driven execution, delivering consistent annual sales growth of 30%.
- Built strong distributor partnerships through regular business health checks, ensuring adequate distributor funding and sustained profitability.

Distributor Sales Representative (DSR)

[Unilever Plc Nigeria](#)

April 2019 - August 2023

Key Achievements

- Serviced a minimum of 300 retail outlets monthly, with an average bill value of ₦20,000 while improving effective market coverage.
- Managed 20 key modern trade accounts, including: De-Choice Mall, EFG Mart, Metropolitan Supermarket, and Nsteps Mall, generating over ₦12 million in monthly sales.
- Maintain a structured beat plan and strong store management, increasing stock availability and managing market expectation which reduced OOS by 50%.
- Consistently achieve 60% perfect store, through product availability, pack display, store promotion compliance, price stability, share of shelf and deployment of POSM (Point of sales materials).
- With a consistent 11 lines achievement and selling across assortment, I was recognized as the best DSR in my Key Distributor for outstanding sales performance and execution excellence.

Sales Representative

Dufil Prima Foods Plc (Indomie Brand)

Jan 2017 - Mar 2019

Key Achievements

- Consistently achieved 115% of monthly sales targets, averaging ₦8 million in monthly sales across a high-potential territory in Akwa Ibom State.
- Contributed over ₦112 million in annual territory revenue through effective territory management, customer development, and sales execution.
- Serviced an average of 40 plus active retail outlets monthly, ensuring consistent product availability, customer satisfaction, and effective market coverage.
- Expanded market penetration by acquiring new retail customers and strengthening existing customer relationships, driving sustained territory growth.
- Improved product visibility and brand presence through effective merchandising, shelf display execution, FIFO compliance, and promotional activities.
- Increased average order value by driving SKU assortment, upselling, and cross-selling across retail outlets.
- Maintained 100% accuracy in sales and market intelligence reporting, supporting data-driven decisions at the regional sales management level.

CORE COMPETENCES

Sales & Commercial Management | Sales Analytics & Reporting | Territory Management | Team Leadership & Coaching. | Route-to-Market (RTM) Strategy | Sales Forecasting | Distributor Management | Merchandising Excellence | Key Account Management | Business Development | Revenue Growth | Market Expansion.

TECHNICAL SKILL

Microsoft Excel | Dashboard Reporting | Microsoft PowerPoint | Data Analysis | Microsoft Word | Sales Performance Reporting | Google Sheets | Microsoft Outlook | Google Workspace | CRM Systems (Unilever Xnapp sales).

EDUCATION

Heritage polytechnic Eket

2015

HND - Computer Science.

PROFESSIONAL CERTIFICATION

Salesforce Sales Operations Professional Certificate.

Sales Operations/Management Specialization.

Google Project Management Professional Certificate.