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MARKETING & SALES STRATEGY SPECIALIST FOCUSES ON BUSINESS GROWTH MANAGEMENT

POWER UP SKILLS

Sales

- Data-Driven Sales Approach
- Digital Sales & Technology Adoption
- Market Research & Competitive Analysis
- Sales Coaching & Technology Adoption
- Strategic Sales Leadership
- High-Performance Team Builder
- Excellent Communication & Presentation Skills
- Complex Sales Expertise
- Client Relationship Management
- Negotiation & Deal Closing Expertise
- Post-Sale Customer Success Focus
- Executive Relationship Architect
- Win-Win Deal Maker
- Sales Transformation Leader

Marketing

- Strategic Marketing Leadership
- Marketing Analytics & Measurement
- Brand Management & Storytelling
- Content Marketing & Digital Marketing Expertise
- Customer Relationship Marketing (CRM) & Segmentation
- E-commerce & Growth Hacking
- Marketing Technology & Automation
- Marketing Communications & Public Relations

Strategy

- Long-Term Planning & Goal Setting
- Market Analysis & Competitive Intelligence
- Strategic Partnership Development
- Resource Allocation & Budgeting
- Crisis Management & Problem Solving
- Performance Measurement & Analytics
- Stakeholder Management & Relationship Building
- Corporate Governance & Regulatory Compliance

Communication

- Cross-Cultural Communication
- Business Communication
- Social Media Communication
- Written & Oral Communication
- Clear & Concise Writing
- Media Relations & Public Relations
- Conflict Resolution & Negotiation
- Team Leadership & Communication
- Active Listening & Feedback Delivery
- Executive Presence /Public Speaking

Distribution

- Strategic Distribution Leadership
- Logistics & Distribution Network Management
- Partner & Channel Management
- Customer Relationship & Service
- Technology & Data-Driven Distribution
- Financial Acumen & Cost-Effectiveness
- Supply Chain & Inventory Management
- Sustainability & Compliance Management

FMCG SALES AND MARKETING DIRECTOR | 22 YEARS OF DELIVERING GROWTH

May 2013 - February 2022:

Cameroon Country Manager | Driving Growth for Cochrane International

Proven Skills :

Profit & Loss (P&L) Leadership: Led all aspects of the sales & marketing cycle, customer service, operations & maintenance, warehousing, transportation, and logistics for Cochrane's global client base in Cameroon.

Key Achievements :

- **Spearheaded turnaround of Cameroon operations:** Selected to lead the organization, addressed business challenges, and implemented a growth strategy. (Focuses on leadership and results)
- **Improved Team Performance:** Designed and implemented staff realignment, resulting in a highly motivated team through extensive coaching & mentoring.
- **Delivered Cost Savings & Increased Sales:** Led an initiative that secured new government contracts with a reduced marketing budget, saving the company \$250k annually. Increased business volume by 5% in 8 months through a new sales & business development strategy.
- **Boosted Profitability:** Exceeded budget targets by 7% through increased 3rd party business and net profits.
- **Developed Talent Pipeline:** Built a pool of key talent for future growth opportunities across Central African markets.
- **Ensured Regulatory Compliance:** Provided comprehensive business, technical, and project management services while adhering to national employment law, tax regulations, environmental protection, and health & safety standards. (Focuses on legal and regulatory compliance)
- **Improved Procurement Efficiency:** Established a transparent procurement process for local expenditures. (Highlights operational improvements)

May 2013 - February 2022:

President & CEO, Group MESSINA & MESSINA SARL

Proven Skills :

- **Spearheaded family governance initiatives:** Implemented shareholder agreements, family councils, and incapacity arrangements to professionalize the family ownership structure.
- **Enhanced business professionalism:** Recruited external managers to elevate business practices and performance.
- **Developed strategic budget and priorities:** Led the preparation of the 2020 budget and set clear development priorities for the company.
- **Streamlined operations:** Implemented process improvements and role clarification, freeing up senior management for strategic thinking and planning.
- **Effective Board Liaison:** Provided expert counsel to the chairman, ensured board decisions are implemented, and facilitated an active and effective strategic planning process for the management team..

Key Achievements:

- **Led family business professionalization:** Conducted a company survey identifying the need for professionalization. Implemented key initiatives resulting in significant progress.
- **Established formalized structures:** Transitioned from informal practices to clear rules and processes, fostering efficiency and growth.

- **Enhanced team resilience:** Implemented strategies to build a stronger and more adaptable team prepared for future challenges.
- **Proven track record of success:** Drove growth and success through a combination of entrepreneurial spirit and strategic implementation.
- **Driven by new challenges:** Passionate leader seeking the next opportunity to leverage expertise and achieve impactful results.

Sept - Feb 2020 :

Drove 5% Sales Growth as Acting Sales & Marketing Director at Groupe CICAM (COTONNIERE INDUSTRIELLE DU CAMEROUN)

Proven Skills :

- Delivered successful fiscal year closeout: exceeded fiscal year targets by 3%, ensuring a smooth and successful year-end process.
- Developed strategic budget and priorities: Led the preparation of the 2020 budget, aligned with clear and defined development priorities for the company, such as expanding into a new market segment.
- Established growth roadmap: Spearheaded the creation of a comprehensive business plan, marketing plan, and corresponding business action plan to drive future growth.
- Optimized commercial operations: Proposed and implemented a commercial redeployment plan for the teams, ensuring optimal resource allocation and boosting sales performance by 7%.

Key Achievements:

Mitigated Supply Chain Challenges: Ensured uninterrupted market access - Maintained 95% market share despite stock-outs and production stoppages due to raw material and spare part shortages. Proactively developed and championed successful market re-entry plans, gaining approval from top management and shareholders.

Aug 2016 - Sept 2020

Led the development and execution of a successful marketing campaign that resulted in a 10% increase in brand awareness for Groupe CICAM as Deputy Sales & Marketing Director Director).

Proven Skills:

- **Market Leader:** Spearheaded market research and identified a **2% growth opportunity in a new market segment**, driving new product development and marketing strategies for CICAM group.
- **Strategic Planning:** Developed comprehensive short, medium, and long-term marketing plans, including market research, target setting, and action plans.
- **Product Lifecycle Management:** Managed product lifecycles, overseeing successful new product launches and maximizing the potential of existing products through innovative marketing strategies.
- **Results-Oriented:** Set and achieved measurable quantitative and qualitative marketing objectives for CICAM group, exceeding targets by 12% through effective marketing campaigns for labor day, teachers day, national day and international women day...
- **Team Leadership:** Led a high-performing marketing team, providing leadership, organization, training, and motivation, fostering a strong and productive working environment.
- **Budget Management:** Developed and managed marketing budgets, including creating and controlling multimedia communication strategies (advertising & promotion) to maximize marketing ROI.

Key Achievements:

- **Market Intelligence & Strategic Planning:** Conducted market studies across key business areas, resulting in a robust medium-term marketing plan and a comprehensive communication plan to guide marketing efforts.

Key Achievements:

- **Digital Marketing Success:** Spearheaded an International Teachers' Day marketing campaign utilizing a new digital strategy (influencer marketing, social media ads), resulting in a 25% increase in website traffic and a 30% growth in social media engagement.
- **Increased Brand Awareness & Sales:** Launched a permanent 'Trade' and 'Modern Trade' activation campaign, leading to a 15% increase in brand awareness (measured by surveys) and a 10% growth in sales results.

Since February 2016: Driving Growth in Continuing Education | UCAC Regional Manager (Central Africa) | WWW.UCAC-ICY.NET

Proven Skills :

- **Enrollment Growth:** Analyzed enrollment trends and participated in long-range planning, ensuring program offerings meet future needs.
- **Increased Conference Bookings:** Identified and recruited new conference facility users through targeted outreach, personal visits, and follow-up communication.
- **Program Optimization:** Evaluated program effectiveness, recommending improvements and driving program success. (Showcases analytical skills and impact)
- **Streamlined Administration:** Managed administrative tasks like correspondence, reports, and program summaries, ensuring operational efficiency.
- **Marketing & Enrollment Strategies:** Developed and executed promotional activities (advertising, catalogs, mailings) to generate enrollment and achieve program goals.
- **Financial Management:** Prepared program budgets, enrollment projections, and break-even estimates, contributing to financial statements and program viability.

Key Achievements:

- **Expanded Educational Access:** Championed the development of innovative, low-cost, and accessible online degree programs for regional, national, and international audiences.
- **Educational Technology Implementation:** Pioneered a model utilizing open courseware, mobile learning, assessment tools, and student tracking technologies to enhance educational delivery.
- **Empowering Women:** Designed and launched a leadership and entrepreneurship program specifically for women in Cameroon, fostering economic opportunities.

Since 2010: Building Effective B2B Marketing & Communication Strategies at Goupe CIBLE

Proven Skills:

- **Developed and implemented a comprehensive marketing and branding strategy** for CIBLE GROUP, targeting the HR, Management, Research, ICT4D (Information and Communication Technologies for Development) industries.
- **Managed all aspects of CIBLE GROUP's communication strategy**, including document preparation, publication, and press kit development.
- **Increased CIBLE GROUP's visibility** through targeted marketing campaigns and effective communication channels.
- **Created compelling communication materials**, including fact sheets, brochures, and graphic elements, utilizing video editing, proofreading, and copyediting skills.
- **Tracked and communicated the impact of CIBLE GROUP's work** through web-based tools and insightful reports, demonstrating the Group's value and

Key Achievements:

- Conducted market research projects for Accent Media, Total Cameroon, and Bocom, focusing on their specific industries and research areas
- Utilized research methodologies like, surveys, focus groups to gather data and deliver market insights to clients.
- Analyzed market trends and competitor activity to inform strategic decision-making for businesses, organizations and government.

October 2014

Experiential Marketing & Brand Engagement Director TENDANCES EVENT SARL

Proven Skills:

- Employee Development & Motivation
- Goal Achievement & Strategic Planning
- Process Improvement & Optimization
- Client Management & Growth
- Leadership & Performance Management

Key Achievements :

- Provided strategic and costing recommendations for MOOV GABON, BACARDI (CONGO MARTINI), BEL, and NESTLE CAMEROON (brands: NESTCAFE, NESTEA, CERELAC, NESTLE NIDO, MAGGI).
- Coached and mentored 5 Project Leaders at NESTLE CAMEROON, contributing to the successful implementation of projects for major brands
- Led training initiatives for project leaders, team leaders, and other resources, successfully implementing new tools and processes within the organization
- Streamlined operational efficiency by creating and managing 30 new procedures and 30 forms
- Developed and implemented standardized job profiles for all company staff
- Documented the firm's business processes, providing a comprehensive reference guide.

February 2013:

Drove 13% Sales Growth for Groupe N'Zuko (ELMAFI, SORIMEX, LA FONTAINE) as Group Sales & Marketing Manager

Proven Skills:

- Spearheaded National Trade & Marketing Strategy
- Drove Revenue Growth
- Sharpened Market Focus
- Executed Business Strategy
- Data-Driven Performance Improvement
- Empowered & Led High-Performing Teams
- Cultivated Key Account Relationships

Key Achievements :

- Developed winning **strategic marketing plans and sales action plans**, resulting in **monthly sales exceeding 400 million**, despite ongoing product stockouts and a projected target of 600 million
- Conducted a comprehensive **product portfolio analysis** for the group's three companies, optimizing their positioning within the regional market.
- Led the successful launch of lubricant websites, www.blackbulls.com and www.sunlube.ae, driving brand awareness and sales efforts

- Implemented business performance management strategies, including audits of companies, sales forces, distribution networks, and marketing programs. Defined operating segments, marketing mixes, and strategic tactics.
- Optimized marketing analysis tools, ensuring data-driven business decisions.
- Managed strategic business units and spearheaded the creation of business plans for the three companies within the NZUKO group.

November. 2002

Marketing & Digital Transformation Consultant | Increased Brand Awareness by 3% at CHOCOCAM (Ex BARRY CALBAUT, now TIGER BRANDS)

Proven Skills:

Spearheaded Marketing & Sales Strategy for High-Growth Confectionery Line:

- Defined a comprehensive marketing plan for the Spread Dough Chocolate product line (candy bars & confectionery), encompassing product offering, communication strategy, and sales tactics.
- Drove sales growth through strategic trade policy implementation (price lists, contracts, promotions) and development of impactful sales tools.
- Increased brand awareness and market reach through participation in key industry exhibitions (PROMOTE & YAFE).
- Championed product innovation by actively monitoring and coordinating development projects.

Key Achievements: Driven a comprehensive marketing strategy encompassing

- **Organoleptic studies:** Conducted rigorous sensory evaluations to refine product quality and appeal.
- **Competitive and business intelligence:** Gathered and analyzed market data to gain a competitive edge and inform strategic decisions.
- **Product and service launches:** Successfully introduced new offerings to the market, driving revenue growth and brand awareness.
- **Prescriber network establishment:** Built a network of key influencers to promote products and services within target markets.
- **Targeted marketing initiatives:** Organized seminars, roadshows, and exhibitions (PROMOTE and YAFE) to reach and engage potential customers.

PROFESSIONAL EXPERTISE

Education level: Business School

Core Competencies : Bachelor of Science in Business Administration and Bachelor of Arts in Marketing

2000/2001: **Sales Engineer, Marketing, Option** (Group INSTEC Business School /Abidjan)

1998/2000: **Diploma in Administration and Management** (Group INSTEC Business School /Abidjan)

1996/1998: **Business Communication & Advertising Diploma** (AGITEL Business School /Abidjan)

CERTIFIED MANAGEMENT PROFESSIONAL | PROVEN ABILITY TO LEAD AND MANAGE TEAMS EFFECTIVELY

2007/2008 : Consultancy as a Professional Option (InWEnt – Capacity Building International)

2007/2008 : Knowledge management (InWEnt – Capacity Building International)

2007/2008 : Conflict transformation (InWEnt – Capacity Building International)

2007/2008 : Competency in Decision Making (InWEnt – Capacity Building International)

2007/2008 : E-Learning Development and Implementation – ELDI (InWEnt – Capacity Building International)