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Nanyuki

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PERSONAL STATEMENT

An enthusiastic, ambitious, and professional individual who has a proven track record of achieving results in highly competitive environments. A true sales professional who is driven to hunt for new business, and mentally resilient enough to push past rejection to achieve results. A talented person who can enhance the performance of any business by using high energy, drive, and commitment to succeed to build outstanding relationships with customers and drive overall revenue growth. Right now, am looking for a suitable managerial position with a company renowned for hiring exceptional people and giving them unparalleled opportunities to build their careers and capabilities.

MAJOR ACHIEVEMENTS

- At Diageo plc, EABL as part of the overall RTM strategy, nurtured and grew premium revenue contribution from 70% to 85% of overall business by development of Terms of Trade to channel campaign followed by in bar trainings on mixology.
- At Coca Cola (K) Ltd, achieved +10% growth in overall volume vs the previous year, driven by Traditional Trade and Modern Retail and +11% increase in contact & coverage of jewel outlets.
- Signed up of top 25 Jewel outlets (contributing 70% of gross volumes) on JBP.
- At Coca-Cola, I increased my availability and capacity in stills and PET distribution by adding 2 stock points and 5 wholesalers in my area, hence an increment of 10% in numeric distribution.
- Implemented a Sales Force Automation project for the Direct Sales team (Van Sales) & Pre-Sales team
- At Engie Energy Access, I have played my part in delivering on the RTM strategy through benchmarking best practice in Distribution & Sales Management; this resulted in growth of the Mountain area from sales of 25 units per month to 120 within 6 months. As a result, I was involved in strategic planning for presence expansion in the country.
- In leadership as regional lead I lead an aggressive agent recruitment/training campaign and leveraged it as a channel in sales execution and sales campaigns. This increased areas sales as well maintained a healthy portfolio of <10% through capability development.
- At SGA company grew market share in the Mountain region by aggressive marketing campaigns and product knowledge through customer engagements, as a result, revenue grew by 75%. This was through frequent marketing activations on safety

ACADEMIC BACKGROUND

January 2003 to 2008

United States International University –Africa

Bachelor of Arts Degree in International Relations with a concentration in management.

CAREER HISTORY

Security Group Africa (SGA)

Senior Sales Manager Mountain.

February 2024-Current

RESPONSIBILITIES

- Business Development, identifying and generating leads through networking, cold calling, field visits, referrals, and industry events.
- Revenue growth, pipeline management, building and maintaining a healthy sales pipeline aligned with corporate targets by tracking all activities in CRM HubSpot.
- Product knowledge by ensuring our existing and new clients understand our product portfolio and services of guarding, alarm systems, fire and safety, and technology.
- Client Engagement by visiting existing clients regularly to review service delivery, propose cross-selling/up-selling opportunities, and ensure retention.
- Proposal & tender management in preparing and delivering professional quotations, proposals, and responses to bid solicitations within deadlines.
- Monitoring industry trends, competitor activities, and client feedback to identify improvement and growth opportunities for market intelligence
- Internal coordination by liaising with internal teams—Operations, Finance, Legal, Customer Service—to deliver a seamless customer experience.
- Event Participation and representing SGA at trade shows, exhibitions, and corporate marketing events to promote our services

ACHIEVEMENTS

- Through embedding standards of excellence, I consistently achieved and surpassed set targets, gaining recognition in form of incentives and other rewards from the Human Resource Department.
- Grew my ways of working, transforming them from good to greater through the various company-sponsored trainings and imparting the same to my sales crew- Pathway of pride/integrity and people management.

Engie Energy Access (My Sol)

Regional Business Development Manager – Nairobi, Mountain, Eastern.

May 2019-Jan 2023

RESPONSIBILITIES

- Responsible for budgeted unit sales (Solar lighting systems & Solar Home systems) and gross margins are achieved or exceeded
- Oversight and Leadership of Territory Leads and Area Administrators.
- Deployment of sales activities to maximize the volume of product sales for existing and potential markets while maintaining appropriate contribution margins
- Act in consultation with Customer Experience teams to ensure a proactive collaborative approach to optimize customer experience.
- Act in consultation with Credit Finance teams to ensure a proactive collaborative approach to manage credit risk, the client portfolio health, and optimize the collection process.
- Take on full responsibility for managing and coaching the extended Sales team and for driving the marketing strategy and brand plan to support sales growth.
- Develop and manage the regional marketing, advertising, and promotional activities, including managing the strategic pricing and product management functions for the company in liaison with the other relevant departments.
- Track, measure, and analyze commercial metrics using KPIs
- Perform market research and analyze threats and opportunities

ACHIEVEMENTS

- Edge- Delivered stretched strategic goals through ruthless prioritization and focus on results
- Through coaching, I built my team's sales capability, resulting in great results.
- Territory demarcation & Distributor recruitment: split region into territories and started DP recruitment drive, currently 5 out of 6 territories have active Distribution Partners with a plan to recruit the last DP within Q3.
- Because of implementing a formal Sales Team Incentive scheme coupled with a formal Performance Appraisal System, the level of motivation in the team increased palpably, as seen on volume & value metrics in the year 2019/2023.
- Realized a sales uplift of 30% versus the same period last year through bringing out a great customer experience delivered through teamwork.

RESPONSIBILITIES

- Implementing Area Sales Plan (ASP) to guarantee market penetration/growth, deliver superior customer value, and loyalty for Coca-Cola
- Developing a conversation-driven, robust customer service policy to drive into overall organizational wellness in the face of the customer and consumer. Customer service levels form a key differentiator on overall competitiveness
- Execute proactive customer acquisition and loyalty and partner development to ensure the attainment of the full potential of the assigned sales region.
- Formulate and implement campaigns/promotions and participate in events that raise Coca-Cola portfolio/image or product/brand awareness of consumers and key business partners
- Implement distributor and partner (bars, outlets, etc.) sales campaigns, market exploration, or research to ensure a robust and efficient distribution footprint/network.
- Network and engage with Key Stakeholders, including Regulators, outlet Owners, Bar Managers, Bar Service Ambassadors, among others, to support the attainment of Coca-Cola objectives
- Review sales focus and output in the Market based on product availability and the satisfaction of customer needs sets.
- Coordinate and develop trade marketing strategies to achieve defined business objectives for categories across all territories.
- Deliver Key Business Performance Metrics related to beer and spirits Net Sales Value through achieving Numeric Distribution targets on focus brands in all outlets.
- Beat competition by protecting/growing market share and collecting and collating data for competitive strategy development
- Provide personal leadership in ensuring all In touch KPI's are achieved through breakthrough outlet visitation, journey plan adherence to attain set KPIs- Quality Distribution, visibility pricing, promotion and Persuasion as per Standards of Excellence.
- Optimize RTM to exploit all selling opportunities- by Distributor journey plans in the area reviewed monthly and confirmed by every quarter end in light of infrastructure improvement and population movements.
- Draw, maintain, and review joined-up customer plans to measure outlet and company growth.
- Development and deployment of trade promotional plan in all the territories, and managing and evaluating trade promotion.

ACHIEVEMENTS

- Influenced with integrity and imparted great Distributor Management skills by accurate forecasting, driving 80% quality of sales, - aimed at Distributor profitability.
- Drove a LEO (Lead in every outlet) campaign by proactively developing relationships (internal and external, at various levels) with key decision makers across functions, ensuring inputs that provide diverse points of view. This grew visibility and share of shelf informed by market share and firmed by JBPs (Joined up business plans) commitments.
- Achieved 40% growth in market sales for my region by energizing and engaging team members, inspiring them to pursue goals and deliver stretched targets.
- Through strong Coca Cola team collaboration, I achieved 95% Demand plan accuracy month on month, enabling the business to have a grip in the right stock cover, hence reducing costs.
- Built on the existing Sales Operational Plan and achieved efficiency in cost to serve.

East-African Breweries, Diageo plc)

Territory Manager (Mountain, Nairobi)

Dec 2008 to March 2014

RESPONSIBILITIES

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ACHIEVEMENTS

- Through embedding standards of excellence, I consistently achieved and surpassed set targets, gaining recognition in the form of incentives and other rewards from the Human Resource Department.
- Grew my ways of working transforming them from good to greater through the various company sponsored trainings and imparting the same to my sales crew- Pathway of pride/ integrity and people management.
- Grew capability/ people performance of my sales force through coaching, identifying and promoting viable and courageous transformational strategies for delivering value growth, hence allowing them to own their Be the Best.
- Inspired others around motivational vision – owning the whole and being result-oriented while upholding integrity, leading to brilliant execution and retail excellence.
- Creating an edge to deliver stretched strategic goals through ruthless prioritization and focus on the top 20 customers delivering 80% of my targets, and constantly reviewing the agreed-upon Jointed-up Customer planned documents for return on investment

Training/ Short Courses

- Distributor Management, Diageo, October 2012
- Diageo Way of Selling, Diageo, June 2010
- Account Management, Total Negotiations Coca-Cola, March 2015
- DSI - Selling & Negotiation Skills, Engie Energy Access, May 2020

Key Professional Skills & Competencies:

- Excellent team leadership skills, goal setting & tracking, Coaching & Mentorship
- Good financial management skills.
- Data-driven analysis and decision-making.
- Able to use market knowledge to influence decisions on pricing and sales programs
- Works well with MS Office Suite and other computer applications

OTHER ACHIEVEMENTS

- ❖ *Awarded the EABL Sales Director prize for the best leadership skills and performance for the 2012 financial year*

REFERENCES

1. Kenneth Koech National Whole Salers Manger Coca Cola Telephone: 0725758952 E_mail: chelulekenneth9@mail.com	2. Philip Mbinda Export Manager Kenafric Shoes Telephone: 0722916391 E-mail: philip.mbinda@gmail.com	3. Amos Muthui Director Transmoore Logistics Telephone: 0722581068 E-mail: transmoorelogistics@gmail.com
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