

CURRICULUM VITAE

Enos Ngahu Muritu

Sales Team Lead | Field Sales | Energy Solutions | Customer Acquisition & Territory Growth

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PROFESSIONAL SUMMARY

Dynamic Sales Team Lead with 7+ years' experience driving field sales, leading agents, and expanding territories in Kenya. Experienced in petroleum, energy, and financial services with strong capabilities in coaching teams, community engagement, and achieving aggressive revenue targets. Passionate about delivering clean energy solutions that uplift rural communities.

CORE COMPETENCIES

- Field Sales Leadership & Team Management.
- Agent Recruitment, Coaching & Performance Tracking.
- Rural & Urban Territory Management.
- Last-Mile Customer Acquisition.
- Pipeline Growth & Target Achievement.
- Relationship Building & Customer Retention.
- Data-Driven Sales Reporting.
- Product Demonstrations (Solar/Energy).
- Community Engagement & Market Activation.
- After-Sales Support Coordination.

PROFESSIONAL EXPERIENCE

SALES & MARKETING MANAGER, SENSORS COMMERCIAL LIMITED

Apr - Nov 2025

- Recruited and coached 6+ station sales attendants, improving weekly activity output by 40%.
- Built a pipeline of 30+ SME fuel buyers, with consistent monthly orders of 5,000–10,000 litres.
- Increased customer retention to 90% through structured follow-ups and reliable service delivery.
- Developed sales SOPs, scripts, and pricing templates, reducing onboarding time for new agents by 50%.

- Implemented territory coverage plans that cut field inefficiencies by 30%.
- Negotiated competitive supply margins that improved product profitability by 12–15%.
- Closed repeat B2B deals across Nakuru & Rift Valley, achieving month-on-month revenue growth of 20–25%.
- Digitized customer records and sales logs, reducing errors and missed follow-ups by 70%.

INDEPENDENT SALES AGENT (B2B)

VIVO ENERGY KENYA

Oct 2023 – Mar 2025

- Exceeded target margins by achieving KES 3.89/unit versus planned KES 2.69 (145% goal attainment).
- Onboarded key accounts including Heko Energy, Mambo Biz, and Jaguar Petroleum, contributing over 1,500m³ annual throughput.
- Managed receivables efficiently, improving collection rates and reducing outstanding balances.
- Conducted risk assessments and safety training for commercial clients, improving operational efficiency.

COMMERCIAL SALES ASSISTANT (B2B)

VIVO ENERGY KENYA

Mar 2023 – Sep 2023

- Surpassed sales targets with 5.6M liters sold against a 5.2M target, achieving KES 23.5M in revenue.
- Acquired and managed high-value customers including Kitale Industries and Pan Africa Chemicals.
- Delivered customer support, technical assistance, and site safety audits, enhancing retention.

INDEPENDENT SALES AGENT (B2C)

VIVO ENERGY KENYA

Nov 2021 – Mar 2023

- Drove 9.4M liters in sales, achieving 111% of annual revenue target (\$278K).
- Expanded retail customer base by onboarding 16 new independent clients.
- Promoted safety culture through HSSEQ compliance and regular operational audits.

ENDOWMENT INSURANCE AGENT

GEMINIA INSURANCE

Nov 2020 – Oct 2021

- Increased client base through targeted prospecting and relationship management.
- Designed training sessions on sales strategies and customer management, enhancing team performance.

SALES & MARKETING AGENT

LIBERTY LIFE (ODHIAMBO AGENCY), NAIROBI

Jan 2018 – Nov 2020

- Exceeded sales targets through personalized consultations and repeat business.
- Conducted internal training to improve sales team communication and customer engagement.

SALES ATTENDANT

ROCA FABRICATORS, KAMITI ROAD

March 2016 – July 2017

- Exceeded sales targets through personalized consultations and repeat business.
- Conducted internal training to improve sales team communication and customer engagement.

KEY ACHIEVEMENTS

- Achieved and sustained over 20% growth in retail petroleum sales across multiple regions.
- Exceeded HSSEQ compliance benchmarks (145% in 2024).
- Surpassed margin targets through data-driven pricing and cross-selling strategies.
- Recruited high-performing independent customers, increasing regional sales volume by over 1.1M liters.
- Reduced operational delays and improved product delivery efficiency at KPC depots.

EDUCATION

- **Diploma in Marketing Management**, Kenya Institute of Management –Open Distance Learning (ODEL)- (2025–2026)
- **Professional Certificate in Insurance**, College of Insurance, Nairobi – (2014-2015)
- **Kenya Certificate of Secondary Education**- Kiaguthu Boys' High School, Murang'a – (2009-2012)

REFERENCES

1. Patrick Thinwa

Field Based Account Manager, Vivo Energy Kenya.

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2. Gerald Wahome

Dispatcher, Kenya Pipeline Company.

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