

# EZEKIEL OMUKUYIA OPATI

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## Senior Sales & Marketing Executive

Achievement-driven senior Commercial Sales and Marketing Manager with extensive experience especially with FMCG. Has a proven track record for consistently generating and closing top sales. Seeking for a position in Sales and Marketing/Business Development/General Management.

## Key Highlights

- Poultry program management at Powerhive East Africa from 7 farms to 20 farms. From processing zero to 1,500 hens daily & sales from 5,000 to 11,000 hens monthly.
- Launched Suntop in Uganda, achieving \$4M in sales with 400,199 liters in 2018.
- Spearheaded export sales strategy, boosting market reach across 15 African nations.
- Propelled smoked sausage sales to \$50K, marking a 200% increase, the highest in 2017.
- Created 1,000 jobs through provision of KENCHIC branded smoked sausages sales trolleys.
- Led sales KPIs training, driving 4% growth in 2016.
- Increased sales volume and value by 27% in the year 2015.
- Exceeded TNS audit results on 4P, 5P and 6P above targets and averages between 2011 and 2014.
- Led training for 15 distribution centers teams, increasing sales by 14% in 2012.
- Achieved 45% growth in perfect stores for modern trade; 50% in local trade (2011-2013).
- Guided through coaching and mentorship 4 retail execution supervisors to Territory Managers, boosting team leadership in Unilever E.A. 2014.
- Drove a 1,340% sales surge by enhancing Coca-Cola distributor operations.
- Boosted sales by 33% in Meru-South with strategic placement of 63 coolers.
- Achieved 60% sales growth by integrating SSDs and expanding with 2 new accounts.
- Expanded Coca-Cola distribution network by 44%, managing 6 distributors, 64 salesmen, and 43 merchandisers.

## Work Experience

Channel Sales Manager B2B - KENPOLY Manufactures LTD

Jul 2023 - Present

- The purpose of this role is to lead the B2B Channels, which includes implementing a channel sales strategy, driving growth within the channels, market research, and input to the product development process.
- Key responsibilities include:
- Open new markets and relationships, and expand regional coverage.
- Develop and execute a B2B sales strategy.
- Research, prioritize, and execute the target list.
- Benchmark and propose pricing changes, including special promotional offers.
- Analyze channel sales data and develop actionable insights.
- Manage existing customer relationships, satisfaction levels, and ensure continued business volume.
- Develop market insights and incorporate them into sales strategy.
- Map route to market.
- Involvement and leadership of departmental projects from time to time.

Independent Commercial Consultant- Head of Poultry Business - -  
Powerhive East Africa

Mar 2021 - Jun 2023

- Reporting to the Chief Operations Officer the Poultry Program Head oversees the network of chicken farms, processing, storage and sales of processed chicken that provide revenue to the company and economic opportunities to the customers the company serves.
- I was responsible for management, reporting, controls, and growth of the poultry business, including the sourcing, logistics, preparation, and sales.

Business Development Manager- Sub Saharan Africa - BIDCORO Africa Ltd Nov 2017 - Feb 2020

- Reporting to the Chief Operating Officer for Africa
- Ensuring knowledge of all countries comprehensive SWOT & PESTEL analysis are readily available
- Creating and presenting new business case opportunities to the COO and Board of Directors
- Appointing distribution partners and managing export sales
- Managing export sales to CO-RO for countries outside the scope of the JV agreement
- Leading in business strategy development
- Preparing and controlling the business development budget Responsible for hiring and training an effective business development team

Business Development Manager - KENCHIC Limited Nov 2016 - May 2017

- Reported to the Head of Processing and Sales Operations
- Screened potential business deals
- Structured low end market segment that increased sales and brand awareness
- Set and implemented sales strategies and targets for the low end segment
- Identified opportunities for new products and route-to-market that will lead to increase in sales
- Was responsible for sales Forecasts and ensured they were met by the team
- Presented business development trainings and mentoring of staff
- Provided thought leadership in pricing and product innovation

Channel & Category Sales Development Manager (CCSDM) - NESTL KENYA LTD Dec 2015 - Nov 2016

- Reported to the National Sales Manager
- Led the development and embedding of CCSD strategies and plans to deliver category & channel growth based on consumer and customer requirements
- Ensured the ownership, execution and efficiency of MBP/ICP (Market Business Plans/Integrated Commercial Planning) process
- Defined priority channels for the market and created tailored plans for each category
- Defined the in-store vision of success for each category by channel
- Led the ICP process to ensure multi-functional input and alignment to the key growth opportunities
- Led, developed and accelerated shopper focus, POP development, turning insight into actionable in-store solutions
- Ensured continuous improvement in CCSD department
- Established winning commercial propositions and supported the development of customer and field sales plans

Capability Building Manager - UNILEVER EAST AFRICA Dec 2011 - Nov 2015

- Reported to the Customer Development (CD) Capability and Program Manager East Africa
- Ensured optimum roll-out of Android based handsets to salesmen and merchandisers
- Embedded the cash-less selling process and roll out based on Android operating platform
- Implemented new Android functionality and application GPS/Geo Tagging/route optimization
- Prepared and implemented with IT Team the roll-out of Leverage along with IQ (Intelligent calling)
- Automation of in-store perfect store measurement and filed merchandising in MT and traditional trade
- Trained and developed the CD (Customer Development) teams.

Sales Rep to Area Sales Manager - Coca Cola, Mt.Kenya Bottlers Feb 2001 - Jun 2011

Vocational Project Coordinator - Swivel Marketing Ltd Jan 2007 - Jun 2011

Vocational Factory Assistant - Keat Ventures Ltd Sep 1995 - Dec 1999

Management Assistant - Prince Lion Heart Club & Restaurant Jan 1995 - Aug 1995

Sales Rep & Tours Coordinator - Prince Safaris Ltd Jan 1994 - Dec 1994

## Education

Bachelor of Arts - Moi University College Jan 1995 - Dec 1999

3 GPA

Computer applications - Decisions Computer College Jan 2000 - Dec 2001

4 GPA

Skills		
<ul style="list-style-type: none"><li>• Sales &amp; Marketing</li><li>• Pricing</li><li>• Business Reporting</li><li>• Fields Sales Team Capability Building</li><li>• Budget Management</li><li>• Leadership</li></ul>	<ul style="list-style-type: none"><li>• Export Sales</li><li>• Product Development</li><li>• Distribution Management</li><li>• Relationship Management</li><li>• Strategic Alliances &amp; Business Partner-ships</li></ul>	<ul style="list-style-type: none"><li>• Revenue Management</li><li>• Route to Market Expertise</li><li>• Budgeting and Forecasting</li><li>• Product line Monitoring</li><li>• Program Management</li></ul>