

# LANGAT GEOFFREY KIPROTICH

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## **PROFESSIONAL SUMMARY**

Senior Sales & Marketing Officer with 14+ years' experience in financial services across Equity Group Holdings.

Proven expertise in regional sales management, customer experience, and compliance (KYC/AML).

Recognised for driving growth in mobile banking adoption and delivering consistent performance ratings above 3.5 out of 5.

## **CORE SKILLS**

- Sales & Marketing Strategy | Customer Relationship Management | Negotiation
- Mobile Banking Solutions (Equitel, M-Banking) | Agency Banking | Airtime Sales
- Compliance: KYC, AML, POCAMLA | Audit & Risk Management
- Leadership & Training | Team Development | Succession Planning

## **WORK EXPERIENCE**

**Finserve Africa (Equity Group Holdings) – Senior Officer, Regional Sales (Nyanza/Western)**

**Mar 2021 – Sep 2025**

- Managed sales operations across 14 branches, achieving 20% growth in Equitel activations.
- Increased mobile banking revenue by 15% year-on-year through targeted campaigns.
- Consistently attained satisfactory NPS scores and compliance ratings.
- Mentored Equitel Champions, implementing succession plans across branches.
- Achieved appraisal rating of above 3.5 out of 5 through the years.

**Equity Bank (Kenya) Ltd – Relationship Officer, Operations**

**Nov 2010 – Feb 2021**

- Oversaw Equitel provisioning, SIM swaps, and airtime sales, driving adoption.
- Streamlined account opening processes, reducing turnaround time by 30%.
- Ensured regulatory compliance (KYC, AML, POCAMLA) across operations.
- Shadowed regional managers, gaining leadership exposure in mobile banking strategy.

**St. Joseph's Academy, Sotik – Bursar**

**Jan 2007 – Oct 2010**

- Managed financial records, fee collection, and budget reporting for the institution.

**Rehema Junior Primary School, Sotik – Bursar**

**Feb 2003 – Dec 2006**

- Managed financial records, fee collection, and budget reporting for the institution.

**EDUCATION**

Kenya Polytechnic (Technical University of Kenya) – CPA Part I (1999)

Litein Boys High School – KCSE, Mean Grade C+ (1997)

Mabwaita Primary School – KCPE 503/700 (1993)

**REFEREES**

Vivine Maloba- Finserv Africa Regional Sales Manager.

0763940578/0722940578

David Kigen- Equity Bank Operations Manager, Kericho Branch.

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