

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- Finserve Africa Regional Sales Manager.

0763940578/0722940578

David Kigen- Equity Bank Operations Manager, Kericho Branch.

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