CURRICULUM VITAE

PERSONAL DETAILS

Name: Nathan Owuor Ogutu
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Languages: English, Kiswahili

PROFESSIONAL SUMMARY

Results-driven Sales and Marketing Professional with over 10 years of experience in trade development, market auditing, and customer relationship management. Proven ability to increase sales, optimize distribution channels, and build strong client relationships. Adept at negotiating contracts, analyzing market trends, and implementing strategic sales initiatives.

EDUCATION

Kampala International University – Uganda
Bachelor of Public Administration (2008 – 2011)

Tororo Town College – Uganda
Uganda Advanced Certificate of Education (2006 – 2007)

Orero Secondary School – Kenya
Kenya Certificate of Secondary Education (2001 – 2005)

PROFESSIONAL EXPERIENCE

Brookside Dairy Company | Kenya

Market Auditor/Trade Developer *(March 2021 – Nov 2021)*

- Managed orders and updated price lists and product literature.
- Analyzed market trends and monitored competitor pricing and merchandising strategies.
- Sourced new business deals, optimized distribution channels, and ensured timely collections.
- Strengthened customer relationships through effective sales strategies.

Federal Foods (Sadia Company) | Qatar

Sales Executive *(Nov 2014 – Aug 2020)*

- Expanded client base by establishing new business partnerships.
- Maintained accurate records and analyzed sales performance.
- Negotiated contracts and managed trade exhibitions and conferences.
- Developed sales strategies that increased market penetration.

Nexgen Company | Kenya

Sales Executive *(March 2014 – Oct 2014)*

- Provided investment guidance to homeowners and corporate clients.
- Managed property leasing and rental collections.
- Promoted company visibility through digital and billboard advertising.
- Coordinated effective tenant-landlord communication.

Almarai Company | Saudi Arabia

Merchandiser *(Nov 2011 – Nov 2013)*

- Marketed fast-moving consumer goods (FMCG).
- Delivered products and managed sales through point-of-sale systems.
- Explored new markets and expanded client base.
- Ensured shelf cleanliness and removed expired products.
- Educated consumers on product benefits and usage.

KEY ACHIEVEMENTS

- Increased sales by **35%** through strategic sales initiatives.
- Successfully revived **15+ dormant accounts**, meeting and exceeding sales targets.
- Improved client retention rates through superior after-sales support.
- Identified key sales performance indicators (KPIs) that optimized sales processes.

SKILLS & COMPETENCIES

✔ Sales & Business Development
✔ Market Research & Competitive Analysis
✔ Client Relationship Management
✔ Negotiation & Contract Management
✔ Trade Development & Merchandising
✔ Digital & Traditional Marketing
✔ Team Leadership & Collaboration
✔ Excellent Verbal & Written Communication

CERTIFICATIONS & TRAINING

- **Driving Licenses**   (Kenya & Qatar)
- **Leadership & Sales Training** – Federal Foods, Qatar
- **Customer Service Excellence** – Almarai Company, Saudi Arabia

VOLUNTEER WORK & EXTRA-CURRICULAR ACTIVITIES

- Participated in **Kenya Freedom from Hunger Walk**.
- Weekly volunteer at **Saint Theresa's Church Cleaning Initiative**.
- **Class Representative** (2008–2009) – Kampala International University.
- Active member of **Mathare Youth Community Projects**.
- Supported **Mama Fatuma Children's Home** through volunteering.

HOBBIES & INTERESTS

✔ Basketball & Football
✔ Traveling & Hiking
✔ Networking & Interacting with People

PROFESSIONAL REFERENCES

1. Racha Zeidan
   Employee Services Manager
   Federal Foods(Sadia Company) –Qatar
   Tel: +97433739059
   Email: racha.Zeidan@onefood.com
   www.onefoods.com

2. Mr. Benedict Nzuve
   Branch Manager
   British America Insurance Company
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3. Mr Jack Odiwour
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