

PETER KIRONYO

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CAREER PROFILE

An experienced and highly driven Sales and Marketing professional with fifteen (15) years of proven success in the FMCG and retail sectors. I possess a strong track record of exceeding sales goals and increasing market presence and sales volume within the FMCG sector.

A results-driven leader with a niche for developing and implementing winning business plans that lead to increased sales volume and effective, long-lasting client relationships. I am proficient in leading and developing sales teams to bring forth the ability to develop and implement winning business plans that lead to increased sales and managing performance to achieve corporate goals.

My core competencies align perfectly with a Modern Trade leadership role:

- * Sales and marketing strategy development and implementation.
- * Team leadership.
- * Planning and Organizing.
- * Problem-solving and decision making.
- * Results driven.
- * Excellent Communication Skills, verbal and written.

CAREER OBJECTIVE

To apply accruing experience in top-level management within the sales and marketing profession of an organization where I can utilize my skills to enable the attainment of its corporate objectives and also achieve my personal growth objectives.

WORK EXPERIENCE

COFFEEBEE PROCESSORS LIMITED

Sales Manager

June 2023 - June 2024

Key Responsibilities & Achievements:

- * National Strategy: Designed and implemented a strategic business plan that expands company's customer base and ensure its strong presence.
- * Results Delivery: Exceeded sales goals by more than 7.5% every month since being hired at the company.
- * Client Partnerships: Built and promoted strong, long-lasting customer relationships by partnering with them and understanding their needs.
- * Team Management: Owned recruiting, objectives setting, coaching and performance monitoring of sales representatives.
- * Presented sales, revenue and expenses reports and realistic forecasts to the management team.

WASOKO LIMITED

Team Leader

January 2021 - June 2023

Key Responsibilities & Achievements (Demonstrating KAM/Volume):

- * Key Account Volume: Serviced client accounts providing revenue of 78 million per year.
- * Performance & Growth: Exceeded sales goals by more than 15% in every quarter since being hired at the company.
- * Customer Relationships: Developed customer relationships with more than 100 clients in 2 years.
- * Strategic Alignment: Cooperated with the sales and marketing team leaders to determine best products to promote or withdraw.
- * Led, developed and motivated sales teams to ensure optimal performance.

IMPACT CHEMICALS LIMITED

Business Development Manager (Contract)

September 2024 to December 2024

Key Responsibilities (Demonstrating Strategy & Negotiation):

- * **Strategic Planning:** Working with senior management to set business development goals and strategies aligned with the company's objectives.
- * **Negotiation & Sales Pipeline:** Creating, managing, and executing a sales pipeline from lead generation to closing deals. Negotiating contracts, pricing, and credit terms with clients, often collaborating with legal and finance teams.
- * **Market Research:** Conducting regular market research to keep up with industry trends, competitor offerings, and changing client needs.

LIBERTY LIFE ASSURANCE

Sales Advisor/Executive

January 2012 - January 2021

Key Achievements (Demonstrating Relationship & Growth):

- * Maintenance of long-term partnerships with corporates and individuals.
- * Identifying and leading up-sell and cross-sell opportunities to rake in new business.
- * Managed/led and onboarded teams of sales representatives.

ACADEMIC & PROFESSIONAL QUALIFICATIONS

- * Certificate of Proficiency (Insurance Training and Education Trust, 2012).
- * Diploma in Business Management (Kenya Institute of Management, 2010).
- * Higher National Diploma in Applied Biology (The Kenya Polytechnic, 2002 - 2003).