

ERICK MACHOGU SIOCHA

machogu123@gmail.com | +254 717 88 68 78 | Nairobi, Kenya

SUMMARY

Results-driven retail operations manager with 5+ years of experience leading supermarket branches and multi-department operations. Proven success in driving sales growth, optimizing inventory control, and improving customer experience across perishables, food service, and general merchandise. Skilled in supplier negotiations, team leadership, SOP implementation, and data analytics to enhance profitability and operational efficiency.

CORE COMPETENCIES

- Store & Multi-Department Operations Management
- Team Leadership & Staff Development
- Inventory Control & Stock Management (FIFO)
- Sales Analysis, Reporting & Profitability Management
- Customer Experience & Service Standards
- Procurement, Vendor & Supplier Relationship Management
- Retail Compliance (KEBS, Public Health)
- POS & Inventory Management Systems

PROFESSIONAL EXPERIENCE

Operations & Procurement Manager - Extravis Solutions Africa Ltd, Nairobi / Feb 2023 – Jan 2025

- Increased annual revenue by 25% to \$500K through improved client onboarding, retention strategies, and optimized distribution systems.
- Reduced delivery time by 30%, improving customer satisfaction and repeat business.
- Managed procurement and supplier relationships to secure competitive pricing, favorable credit terms, and timely stock replenishment.
- Coordinated logistics and inventory flow to maintain optimal stock levels based on sales data.

Business Improvement Manager - Brand Promoters Ltd, Nairobi / Aug 2021 – June 2022

- Delivered an 11% revenue increase through sales trend analysis, stock optimization, and departmental performance reviews.
- Designed and launched a structured home delivery service, raising average basket value by 5% and increasing store traffic.
- Negotiated with suppliers for promotional support, discounted pricing, and extended credit terms to improve margins.
- Led branch operations to profitability by enforcing cost controls, SOP compliance, and FIFO practices.
- Trained staff on customer service, upselling, and operational standards.
- Monitored daily KPIs, prepared operational reports, and implemented corrective actions to maintain performance.

Executive Assistant – Retail Operations - Tusker Mattresses Ltd (Tuskys), Nairobi / Oct 2017 – July 2020

- Managed daily operations for multi-department stores, including grocery, fresh produce, deli, and household goods.
- Spearheaded the Tuskys Home Delivery service, achieving KES 2M in daily sales.
- Oversaw marketing campaigns (ATL and BTL), organized mystery shopping, and conducted executive market surveys.
- Implemented sales targets matrix, streamlined reporting, and reduced stock variances through expiry and damage control.
- Produced operational and sales reports using Excel and Power BI to guide pricing, promotions, and product mix decisions.
- Coordinated a joint venture with Posta Kenya, projecting USD 2.7M in annual sales.

E-Commerce Assistant - Tusker Mattresses Ltd (Tuskys), Nairobi / April 2017 – Sept 2017

- Increased daily online sales from KES 0.6M to 1.8M through SEO optimization and digital engagement strategies.
- Enhanced online payment and fulfillment processes for a better customer experience.

EDUCATION

Diploma in Business & IT (DBIT) – Strathmore University, Nairobi | Jan 2010 – June 2011

Relevant Coursework: Business Management, Advanced Databases

ADDITIONAL INFORMATION

- Certificates: IBM Internet of Things Codeathon, Strathmore ICT Conference
- Volunteering: Mentorship and teaching in community programs

REFEREES

Available upon request