**Godwin Busali**

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**SUMMARY**

Versatile Sales and Lead Generation professional with a proven track record of results from exposure working for and with Public and private concerns in the Banking and Fintech Sectors. Proven experience working with multicultural teams and working with different functions to achieve results through a hands-on approach .

**EXPERIENCE**

**Country Manager (Business Development)**

**Dess Technologies Nov 2020 - Present**

* Directed the company policy and execution within Nigeria and West Africa.
* Led a team of 9 to execute client acquisition strategy
* Closed deals with Ecobank, Red Star Express, Development Bank of Nigeria, Phase3 Telecom and ICAN with a financial value of over $450,000.
* Represent company at demo meetings with prospective clients.
* Generating leads through online and offline channels.
* Developed pricing quotations for clients.
* Identifying and mapping business strengths and customer needs.

**Sales/Lead Generation Manager**

**AZA Finance Group August 2019 - Nov 2020**

* Led a team of 4 to research customer segments and implement strategies to increase sales.
* Build and nurture relationships with Business Decision Makers within each customer in order to influence adoption.
* Generating leads through online and offline channels.
* Qualified leads generated to ensure they meet the ideal customer persona.
* Closed deals with brands like AZMAN AIR, NEW AGE, QUIDAX with transaction volume of over $8 Million Weekly.
* Conducted Market analysis and monitored market and competition trends in order to identify threats and opportunities.
* Identifying and mapping business strengths and customer needs.
* Contributed to the development of marketing and sales copy.

**Business Development Manager**

**Belfrics Global July 2018 - August 2019**

* Performed competitor analysis and was able to identify new market and growth opportunities to pursue
* Collaborating with clients and generating business deals that are beneficial for the business in both long and short terms.
* Increase revenue on balance sheet from 30million Naira to over $1.3million.
* Built and nurtured relationships with public corporations like NNPC and NITDA to help them build block chain technology.
* Built and managed the relationship with JEDC (Jos Electricity Distribution Company) to help them build White Label (a block chain exchange designed for specifically for them).
* Establish and managed relationship with the Nigerian Turkish Nile University to help them train and issue certifications on Block chain.
* Engaging in active customers prospecting, profiling, acquisition, and on-boarding.

**Business Development Manager**

**Polaris Bank Limited April 2013 - November 2017**

* Headed the branch sales force in clients and accounts acquisition.
* Built a cabal of about 4 billion Naira excluding fixed deposits.
* Signed Corporate Clients like Abuja Chamber of Commerce with a portfolio of 2 billion Naira and Abuja Electricity Distribution Company.
* Carried out loan booking, analysis, and retail loan documentation.
* Responsible for credit processing and facilitated a loan of 3 Billion Naira to Westwood Motors.
* Creating quality risk assets and assets remediation.
* Supervised Capacity Building and Knowledge Sharing Sessions.
* Monitor periodic cash flow for Business performance.
* Evaluate daily cash level for Business.

**Administrative Officer**

**Ladiom Associates Ltd April 2012 - April 2013**

* Research, analyze, and made recommendations on administrative, management, and procedural practices.
* Perform duties independently under general, minimal supervision within specific assignments.

•Taking financial records of contracts and records of the expenses of site engineers.

* Effective day to day running of the office by ensuring amongst others, uninterrupted provision and flow of office supplies.
* Carried Out general secretarial duties such as Scheduling meetings for Management staff, filing, typing of letters, memo, arranging, and taking minutes of meetings.
* Prepared Monthly progress reports on existing contracts and preparing EOI for contract bidding.
* Managed the Transportation department and general logistics.

**EDUCATION**

**Bachelor of Science in Economics**

Nassarawa State University • Keffi • 2010

**COURSEWORK**

**Anti-money Laundering/ Combating Finance Terrorism** DataPro

**Customer Service for Marketers**

Unicorn Service

**INVOLVEMENT**

**Graduate Member**

National Institute of Management (NIM) • 2012

**SKILLS**

**Sales Prospecting**

**Market Analysis**

**Customer Service**

**Sales and Marketing Strategy**