

RANMI AWOLIYI

Canada
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Professional Summary

Experienced Sales Manager adept at leading Sales, Revenue and Customer growth; by leveraging commercial strategies, managing, and improving distribution, utilizing analytics and insights to drive Sales growth, Improve Return on Investment, grow profitability and identifying Category Development opportunities.

Skills

- | | |
|-----------------------------|------------------------------------|
| ▪ Territory Management | ▪ Business solutions development |
| ▪ Strategic Market Planning | ▪ Customer Relationship Management |
| ▪ Product development | ▪ Sales Training |
| ▪ Nielsen Data Analytics | ▪ Team Training & Development |
| ▪ Market Intelligence | ▪ Market Share Growth |

Experience

HGS Company

Customer Relations Specialist

Canada
Jun 2021 - Current

- Provide great client experience by maintaining an approachable demeanor in building internal and external relationships with customers.
- Listening actively, documenting clients request accurately, resolving challenges and mitigating the risk of churn.
- Increase monthly recurring revenue on sales of new services, products, equipment including resolving billing queries in compliance with Canadian standards.

Coca-Cola Hellenic Bottling Company **Commercial Manager**

Jan 2021 - May 2021

- Delivered volume, value and revenue growth in my sales region and managed a 7-member team within \$3 million, 4-state territory. Grew market share by increasing sales to warehouse distributors, wholesalers and retail stores.
- Set sales KPIs and growth targets for my team in accordance with the business growth objectives while ensuring BP budgets (volume, revenue, OPEX and headcount) are delivered to support long term business sustainability
- Utilized analytics and insights to drive Sales growth, improve return on investment, grow profitability and identify Category Development opportunities.
- Managed P&L, Cashflow and budget in the commercial territory to ensure profitability of the business and distributor partners.
- Coached and developed the team of 7 direct reports and 44 indirect reports to get results while ensuring a culture of learning and development exist in the commercial territory
- Provided feedback on marketplace conditions such as competition, pricing and channel plans to the National sales team lead.

Coca-Cola Hellenic Bottling Company**Nov 2019 - Dec 2020****Distributor Manager**

- Led National Accounts in Nigeria to develop win/win business solutions in Beverage/Juice/Energy/Water/Premium Spirit categories
- Ensured Look of Success of all Execution KPIs. This included Scanning and Merchandising, RED, Distributor operating standard assessment, Suggested order compliance, drop sizes, outlet penetration and brand penetration.
- Coached and developed the team of 30 direct reports while ensuring a culture of learning and development exist in the commercial territory

Coca-Cola Hellenic Bottling Company**Feb 2017 - Oct 2019****Route to Market strategic Analyst**

- Applied CRM, SAP analytical tools and methods to inform business decision-making processes.
- Managed budget, Profit and Loss of Southwest region sales.
- Market execution of sales and initiatives in Nigeria
- Analyzed the Nielsen market data and presented findings to the Category Management team to capture the best growth opportunities
- Collaborate with cross functional teams to continuously drive sales strategies and efficiencies.
- Worked closely with various third-party agencies to conduct relevant surveys for business performance improvement and roll out Route to Market in Nigeria.

Coca-Cola Hellenic Bottling Company**Management Trainee/Sales manager in Training****Oct 2012-Feb 2017**

- Engaged in practical cross-functional training across commercial, supply chain and support functions.
- Planned, deployed, and managed Route to Market, sales distribution routines, in Nigeria and ensured they are adhered to and followed consistently.

MTN Telecommunications**Customer Service Representative****Oct 2009-Sept 2012**

- Acted as company ambassador, professionally delivering high level of service and high-quality support to every customer using CRM tools to record, track, and maintain sales records.

Education

*University Of Lagos**September 2012**MBA: General Management**Covenant University**June 2008**Bachelor of Science: Economics*

Trainings and Certification

Short Course in Project Management | Regenesys Business school |October 2017

Personal Mastery and Effectiveness skills | Regenesys Business school |November 2017

Certified Business Analysis Professional |in view 2 months|