



SUSAN NJERI KIARIE

Strategic Business Leader/Sales enthusiast

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SKILLS

Excellent relationship management

Skills

Strategic planning and organization

Sales Forecasting

Extensive business development

Sales and marketing knowledge

Analytical reasoning

Technological competency

Design and implement sales strategy

Project Management

Conflict management and resolution

Policies and procedures

Staff Management

Strategic planning

Operational planning

Market development

Vendor relationship

PROFESSIONAL SUMMARY

- Strategic business leader with experience directing and improving operations through effective employee motivational strategies and strong policy enforcement. Proficient in best practices, market trends and regulatory requirements of industry operations. Talented leader, mentor and trainer with analytical approach to business planning and day-to-day problem-solving and results driven approach.
- Full accountability for driving topline growth activities for startups, market leaders and market challengers in Africa across the FMCG, Telecom, Energy, IoT, IT and Cyber Security sectors and held full responsibility for business development and closure of deals. My experience cuts across B2C, B2B and B2G market segments. Documented strengths in building and maintaining relationships with diverse range of stakeholders in dynamic fast-paced settings.

WORK HISTORY

Jan 2024 – July 2024 (**Part time/Consultancy role**)

Commercial Director, Cytek Solar Limited

- Renewable Energy & IoT (Internet of Things) enabled solar solutions for Communities and Institutions, Solar Water heating, Solar home systems, CGI - Commercial and Industrial Solar PV systems, Bore hole Solarization & Solar Water pumping, Solar Street Lighting and Energy Audit consultancy, Solar equipment dealer and Smart cities/Home solutions.

Jun 2023 – Present (**Part time/Consultancy role**)

Director - Marketing & Sales, Applied Principles Consulting

- Specialists in Industry Expertise, Practices and Tools to deliver transformational and sustainable cybersecurity, digital forensics, IT audits, managed security and disruptive solutions that impact business imperatives.

Feb 2023 – Present (**Part time/Consultancy role**)

Chief Commercial Officer – CCO, Power-wiz Electro Limited

- GSM Telecommunications solutions, Electrical, Civil works construction, Renewable Energy - Solar PV and Water supply projects. We offer a broad spectrum of engineering-based projects and solutions within East Africa and wider Sub-Saharan Africa region.

management

Coaching and mentoring

Business Development

Contract Management

Negotiation

Sales and marketing

Operations Management

Consultancies Key Achievements

- Successfully setting up the East Africa businesses on the path to profitability through increased sales revenues by at least 30%, resource reallocation, major business & organizational restructure, people practices, efficient processes, financial controls and market expansion.
- Turnaround the above companies that are faced with an untenable loss position, liquidity constraints, major problems triggered by customer flight, large bad debts, low employee engagement and vendor dissatisfaction.
- Improving crucial cash position by negotiating better margin, longer credit days, managing vendor "hold" better, early payment, training salesforce and engaging alternative forms of financing for the businesses.
- Masterminding restructuring of the Commercial teams to inject new talent, access new markets and build new capabilities.

July 2021 – Oct 2023

Country Manager, ecoligo GmbH, Kenya

- Expanding the project pipeline of ecoligo and bringing projects in East Africa to contract signature
- Successfully negotiating and closure of solar leasing and solar PPA contracts with commercial & industrial clients in East Africa
- Gathered information on competitor activities and market trends to enhance strategic decision-making.
- Controlled costs and optimized spending via restructuring of budgets for labor, capital assets, inventory purchasing and technology upgrades.
- Reduced process bottlenecks by training and coaching employees on practices, procedures and performance strategies.
- Prepared annual budgets with controls to prevent overages.
- Maintained professional, organized and safe environment for employees and patrons.
- Verified appropriately priced products and services to secure competitive advantage and desired returns.
- Day to day management, coaching and supervision of East African sales team of currently four people
- Management of opportunities including the generation of financial proposal, offer documents, presentation in front of customers and answering customer questions
- Day to day representation of ecoligo towards potential/existing partners and clients
- Development and management of long-term partnerships with EPC and project developer partners in Africa
- Overseeing and approval of financial proposals for solar PV clients
- Supervising the organizing of sales trips and events within the East African region
- Management of CRM system and reporting of all country activities to the leadership management
- Responsible for growth and expansion into nearby markets in Eastern Africa - successfully opened and setup a branch office in Kampala Uganda
- Responsibility and accountability of all HR, admin and legal work in East Africa

Key Achievements

- Improved my teams Work Health Index 10% points over two years and the crucial teamwork and collaboration metric by a record 32% points greatly improving sales performance
- Secured US\$ 10m in recurring revenue (over 2 years) by motivating the team to sign a record 25 new solar contracts (PPA & Lease to own) in one year.
- Set up and ventured into a new market – successfully registered the Uganda subsidiary and secured deals worth 6M USD in the first year
- Signed one of the biggest C&I PPA deals – a 6MW for a steel company in Kenya

March 2018 - June 2021

Head Sales/Deputy Managing Director, Sagemcom Kenya Ltd

- Led change and transformation across business areas to deliver benefits and align company resources.
- Defined the Business Development Strategy and Sales Strategy of the Company
- Assessed performance management structures and implemented enhancements to improve frameworks and strengthen results.
- Business Development, Sales & Marketing and Project management activities, bids, tenders and overall communication with telecom and energy vendors and operators in the Sub - Saharan Africa Region
- Achieved set company targets: Sales, Operations, Margin, Working Capital, Turn Over, Receivable payments, expenses control
- Defined the Operations teams necessary for the Company's contracts performance and establish the reporting scheme of the teams to check that the Contracts performance are being in line with the Company's obligations and with the set turn-over and margin forecasts
- Monitored sales forecasts and projected financial planning for organization to achieve revenue goals.
- Implemented process improvement to shape organizational culture, optimize procedures for higher efficiency and help company evolve and grow.
- Cultivated and strengthened lasting client relationships using strong issue resolution and dynamic communication skills.
- Directed management meetings to enhance collaboration and maintain culture based on trust and group problem-solving.
- Recruited the human resources needed by the Company under guidance by the Sagemcom Group policy, following Sagemcom Group rules for hiring, contracts, salary and HR policies
- Foresaw branch expansion into various countries i.e Uganda, Tanzania and Zambia and opening up of new markets within the East African/Sub – Saharan region.

Key Achievements

1. Grew market share for the energy and telecom business from 10% to 42% by setting up new subsidiaries in Tanzania, Uganda and Zambia.
2. Structured and negotiated project financing deals with the largest deal being USD 200M.
3. Pioneered new products based on a debt financing model to businesses and governments. They boosted sales revenue by 40%.

4. Delivered sales of USD +300M in Annual total contract value in the region. This included deal origination, contract negotiation (Technical & Commercial aspects), deal closure, project execution and invoicing.
5. Generated monthly +1M recurrent revenue. This maximized the lifetime value of our customers beyond one-time projects.
6. Set up and operationalized ESG strategy, defining KPIs and framework for ESG monitoring inline with our key clients expectations i.e World Bank, AFD (French Development Agency), KfW (Kreditanstalt für Wiederaufbau), GIZ (German Society for International cooperation), Africa Development Bank, Rural Electrification Agencies across the region and Electricity regulatory authorities among others.

October 2014 - February 2018

Principal Sales Specialist, Vodafone/Vodacom

- Designed developed and executed a direct and indirect sales channel for M2M/IoT
- Growth and support of both Vodacom Business Kenya and Safaricom IoT/M2M pipelines in Africa
- Presented and drove Vodafone and Vodacom M2M solutions to potential customers through presentations
- Identified and acquired M2M enterprise and partner customers in the Partner Market sales region by selling IoT connectivity, managed M2M connectivity and new M2M solutions (Global Connected Products and Local Connected Products) and increased M2M revenues by 80% significantly within east African region
- Contract negotiations and execution
- Analysed and built local IoT Eco System in the vertical industries including partners to stimulate and secure M2M business on Vodafone's Global M2M Service and locally developed capabilities in East Africa
- Identified and recruited channel partners across the region to deliver IoT solutions in the target markets
- Developed interfaces for local and international IoT partners and defined strategies, processes, solution and alliances needed to win projects in-country and within the region

Key Achievements

- Award of Excellence – Best IoT/M2M Sales Person of the year 2015 - 2016 at the Vodacom Sales Conference in Suncity, South Africa (Won a trip for 2 for 7 days to tour the magical city of Marrakesh – Morocco)
- Improved operational efficiency in the distribution arm of the business through re-demarcating the sales territories, creating new territories, expanding the regional retail account base by 115% (For recharge sales and FinTech Points of Service), retaining previous partners and signing up key partners (Safaricom & Mezzanine) from the competition as my channel partners. This resulted to a growth in distribution turnover by 51.1%
- Directed regional sales initiatives i.e. corporate, retail and distribution and penetrated markets in the region realizing total sales revenue growth by 73.1%. This includes distributor/channel partner sales, Corporate & SME business sales, Retail sales within the IoT space

August 2012 - September 2014

Account Manager, Adrian Kenya Ltd

- Sales & Marketing/Account Management activities – collaborated with all telecom operators and vendors (Huawei, ZTE, NSN, Ericsson & Alcatel Lucent, Safaricom, Airtel, MTN, Warid, Orange, LEO) on ongoing/upcoming Telecom projects and investigating on new business opportunities within the Sub-Saharan Africa region
- Business Development, Marketing and Project management activities, bid pricing, tenders and overall communication with telecom vendors and operators in the Sub-Saharan Africa Region (Kenya, Uganda, Tanzania, Burundi, Zambia, Mozambique, Sudan, Ethiopia...Etc.)
- Delivered engaging and polished presentations to build connections with potential customers and distinguish business from competitors.
- Handled proposals, technical issues, Tender documents (RFI, RFP/RFQ), offers, Status and Performance reports, Negotiation, Evaluation, Contracts execution, Preparation meetings with customers & consultants
- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
- Analyzed account details such as usage, sales data and client comments to enhance understanding of effectiveness and client needs.
- Liaised with external customers and internal departments to provide and gather information enabling customer requirements to be met.
- Addressed problems with accounting, billing and service delivery to maintain and enhance client satisfaction.
- Set clear sales goals to identify activities and behaviors to advance sales process and close deals.
- Researched emerging industry trends, applications and concepts to enhance products and services.
- Built and strengthened long-lasting client relationships based on accurate price quotes and customer-centric terms.

Key Achievements

- Formulated a go-to-market strategy that led to increased operational efficiency, establishment of reliable long-term forecast, expansion of product portfolio, increased distributor motivation and ultimately consistent sales objective delivery.
- Grew sales in Kenya by 22% and 38% respectively in East Africa over the two-year period through innovative distribution & marketing strategies and motivation of the appointed partners.
- Set up new functional subsidiaries in Uganda, Tanzania, Burundi & Mozambique.

November 2010 - July 2012

Commercial Manager, Mobiserve, Kenya

- Good experience in defining new projects, collecting market and subcontractor information, Sales Support Tasks, activities planning, cost control (manpower, material, sub-contractors), quality control, change management, progress reporting and project problem resolutions
- Conducted market research and analysis to create detailed business plans on commercial opportunities, business development and expansion.

- Enhanced profitability by developing pipelines utilizing marketing and sales strategies.
- Resolved problems with high-profile customers to maintain relationships and increase return customer base.
- Increased profit margins by effectively controlling budget and overhead and optimizing product turns.
- Used key metrics and prepared reports for senior management to monitor performance of commercial activities.
- Strengthened team and organization by recruiting and hiring 40 qualified employees.
- Project Management on different activities of deployment within running projects i.e Telecom installation and engineering works/civil works, Project acceptances, Invoicing and payment follow up
- Sub-contractors' management, identification, technical and commercial analysis and evaluation on all partner sub-contractors
- Account Management-Liaising with all telecom operators and vendors (Huawei, ZTE, NSN, Ericsson & Alcatel Lucent, Safaricom, Airtel, MTN, Warid, Orange, LEO) on ongoing/upcoming Telecom projects and investigating on new business opportunities within the Sub-Saharan Africa region
- Handled and participated in all Sales, Marketing and Business development activities, bids, tenders and communication with telecom vendors and operators in the Sub-Saharan Africa Region (Kenya, Uganda, Tanzania, Burundi, Central Africa Republic, Sudan, Ethiopia....etc)
- Updating the technical data base for new markets including subcontractors' qualification, selection, price negotiation, market prices and competitor analysis
- Recruitment, training, leading and coordinating the commercial team within the region
- Sub-contractors' selection, qualification, price negotiation with vendors, contracts, follow up execution and performance of projects
- Project management (Resources & Personnel) and Logistics co-ordination, Tracking commitment, procurement and logistics, expenditure, working capital, forecasting costs, producing cash flows, change management, client and contractor reporting
- Worked on supporting all business units and subsidiaries in cost reduction, increasing resources utilization and improving performance.

Key Achievements

- Coached and mentored sales personnel, assisting with individual selling efforts and helping sales representatives reach targets.
- Grew billed revenue 50% in first year in role by prioritizing growth into new markets (34% in Kenya and 18% in Uganda and Tanzania) achieved by business development activities and opening up new accounts (Telecom vendors & operators)

July 2009 - October 2010

Sales Manager, Zote Telkom former "Net@home Wireless Networks

- Coached and counseled sales personnel, assisting with individual selling efforts and helping sales representatives reach targets.
- Targeted and prospected for new business through telemarketing, individual creativity and innovation.
- Used vendor expertise to deliver educational content to sales team.

- Developed and implemented comprehensive business strategies and sales and marketing plans that complemented overall corporate operating plan.
- Conducted team meetings to reinforce goals and objectives and set clear expectations about policies and procedures.
- Maintained marketplace visibility marketplace by participating in industry-related and community activities.
- Recruited and hired top-level talent to add value and expertise to sales department.
- Led account planning strategy sessions aimed at retaining and acquiring customers and increasing business opportunities.
- Attended industry shows, conventions and other meetings with primary mission of expanding market opportunities.
- Met with clients, delivering presentations and educating on product and service features and offerings.
- Evaluated performance against goals and implemented appropriate development plans.
- Established and cultivated solid business relationships with new or existing customers.

Key Achievements

- Grew B2B sales in all markets - Acquired a portfolio of 500 accounts that included corporates, SMEs, SoHos and residents.
- Built sales channels for distribution of internet services, modems & simcards and sales channels for enterprise business that grew our revenues by 60%
- Set up the Mombasa branch that saw our revenues raise by 26%

May 2005 - June 2008

Partner Sales Representative, GlaxoSmithKline

- Achieved or exceeded company-defined sales quotas.
- Met existing customers to review current services and expand sales opportunities.
- Set and achieved company defined sales goals.
- Presented professional image consistent with company's brand values.
- Attended monthly sales meetings and quarterly sales trainings.
- Consulted with businesses to supply accurate product and service information.
- Selected correct products based on customer needs, product specifications and applicable regulations.
- Fielded customer complaints and facilitated negotiations, resolving issues and reaching mutual conclusions.
- Increased sales with execution of full sales cycle processing from initial lead processing through conversion and closing.
- Performed effectively in self-directed work environment, managing day-to-day operations and decisions.
- Trained new employees on customer service, money handling and organizing strategies.
- Contributed to team objectives in fast-paced environment.
- Contributed to event marketing, sales and brand promotion.
- Drove store revenue by offering customers accessories and related purchases to complete selections.
- Monitored service after sale and implemented quick and effective problem resolutions.

Key Achievements

- Grew the overall customer base by 64% by opening up new accounts across the country
- Surpassed and maintained my monthly targets by maintaining a sales revenue of Kes 5M for the OTC & Healthcare product range

EDUCATION

June 2019

Master of Business Administration (MBA), Strategic Management
Daystar University

October 2010

Bachelor of Business (Hons), Business Administration
Limkokwing University of Creative Technology, Malaysia

March 2009

Associate Degree, Marketing
Diploma, Advanced Diploma, Graduate Diploma, Marketing
Graffins College Nairobi

December 2008

Advanced Diploma, Business Management
Graffins College

June 2007

Diploma, Public Relations
Graffins College

June 2008

Introduction to German A1

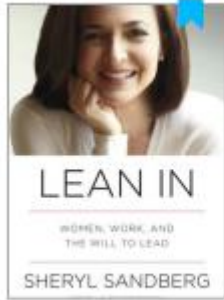
May 2004

Certificate in Computer Application
Northern Heritage Computer College, Huruma Girls High School

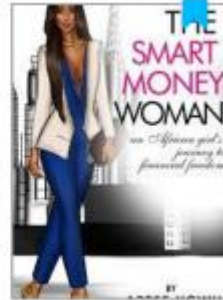
ACCOMPLISHMENTS

- Hired and supervised a team of 5-40 staff members within various organizations
- Successfully set up branch offices for the various organizations I have worked for in East Africa
- Staffing and employee empowerment- Worked directly with Human Resources to streamline hiring and onboarding process, improve employee welfare with allowances and reward system
- Business Development: - Spearheaded negotiation and acquisition of various competitor companies. Established and managed partner relationships on a daily basis. Developed new marketing strategies which increased customer base by 60%
- Leadership - successfully led sales teams to monitor sales activity and goal achievement in East African region

BOOKS



By Sheryl Sandberg



By Arese Ugwu

REFERENCES

Please feel free to contact the under mentioned in regard to my competence, work ethic, performance and / or any other aspect with respect to me:

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