

# OKEM ROMANUS NWABUEBO

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## PROFILE

Driven by a passion for excellence in building a structured working environment with great performance, where business goals and key performance indicators are clearly defined, I am an individual with the capability of delivering tasks with a sound degree of completion backed by precision through logical approaches; a consistent as well as a persistent individual who has demonstrated over the years the ability of making stable and progressive relationships in a professional environment. Two important qualities in me that have won the admiration of people are integrity and being concise, having an eye for details and a quest for solving problems. I am reliable enough to deliver on time.

## SALES EXPERIENCE

### **Regional Activation Manager (RAM), PZ Cussons Nigeria Plc** Oct.2018 – Dec.2019.

- Contribute to the delivery of assigned region's NIV-volume performance, distribution and volume share targets.
- Contribute to the development and implementation of National activation and Merchandising strategy.
- Provide documented and well detailed evaluation of Category/Channel BTL activities in Step 2 (IMEX) of Business Planning Process.
- Provide Merchandising and POP solutions by channel, category and customer and evaluate their effectiveness at the respective channels in assigned Region.
- Manage all activation activities and work with agencies and Field Sales team to ensure brilliant execution of all BTL activities in the Region(s) and in line with agreed objectives.
- Lead and Coach ASMs, TSMs and other relevant field resources within the region on Brilliant Execution and Merchandising practices.
- Maintain, review and periodically update assigned Region's Price Matrix, Price Tree and Price Trend which feeds into the organisation's summarized Pricing strategy.
- Monitor and report competition activations and POS Deployment.
- Manage and ensure the deployment, installation, compliance and maintenance of merchandising and point of sales materials in assigned Region.
- Execution of regular market storms within the region to address the needs of the market by channel.
- Effective management of portfolio and portfolio focus drive.

### **Area Sales Manager (ASM), PZ Cussons Nigeria Plc** Dec.2016 – Sept.2018.

- Lead in the delivery of strategic business objectives for Food and Non-food in assigned area.
- Lead the field sales team and Customers to deliver agreed business objectives including brilliant execution of sales and channel marketing activities within assigned area.
- Manage the activities of the field sales team in assigned area.
- Achieve agreed business KPIs for the area (Top line, GM, Focus Brands, NPD, TradEx, POP deployment etc).
- Achieve sales drivers (QDAVP) objectives for the area.
- Manage Sell in and sell out of Customers in the area.
- Recruitment of customers; development and delivery of Joint Business Plan with key customers in assigned area.
- Develop and ensure implementation of outlet coverage strategy for the area.
- Implement agreed Route to market strategy in assigned area.
- Ensure brilliant and flawless execution of all promotional/launch/NPDs/EPDs /agencies activities in the area and timely delivery of relevant reports.
- Provide market intelligence report in assigned area.
- Manage and develop the capability of direct sales reports (TSM) in line with the business recommended sales strategy through consistent coaching and accompaniment.

### **Territory Sales Manager (TSM), PZ Cussons Nigeria Plc** Jul.2014 – Nov.2016.

- Manage all territorial activities for the business in addition to the responsibility of the RDM.

### **Retail Business Development Manager (RDM), PZ Cussons Nigeria Plc** Nov.2013 – Jul.2014.

- Achieve agreed business objectives/KPIs for territory.
- Implement coverage strategy in assigned territory, enlist and keep updated database of relevant outlets.
- Manage and review the activities of the secondary sales force in assigned territory.

- Work with Area Sales Manager to develop Joint Business Plan of customers in assigned territory.
- Lead market intelligence gathering and competitor activity monitoring and report timely.

## ACHIEVEMENTS

### Business Development

- Optimization of AD warehouse operations and WH invoicing automation in Onitsha in 2014.
- Successful roll-out of the AD scheme with 3 ADs deployed in Anambra in 2015.
- Seamless migration of all primary customers in Cross River/Akwa-Ibom area from MFG Pro to SAP in 2016.
- Deployment of SFA tools in Cross River/Akwa-Ibom area was achieved in 2016.
- Achieved a historic milestone of N1billion sales in Cross River/Akwa-Ibom area in 2017 and 2018 respectively.
- Recovery of bad debt for an AD, leading to his debt reduction from N13mil to N2.9mil from 2016 to 2018.

### Route-To-Market (RTM)

- RTM expansion into hinterlands in Delta/Anambra territory yielding 12% uplift in the sales volume in 2014.
- Development of incentive structure that aided in 45% uplift of sales performances of 3 major superstores in Owerri in 2015.
- Successful shift in RTM for Imo State after closure of Owerri main market (Ekeonunwa) by the governor in 2016.
- Re-mapping exercise for Cross River territory for van-route optimization with 14% sales volume uplift in 2017.
- RTM development for Cross River/Akwa-Ibom leading to uplift in distribution – 23%, availability – 31%, visibility – 18% and volume – 30%.

### New Product Development (NPD)

- Successful launch of Canoe detergents in Anambra/Delta in 2014 with retail distribution of 150 cases AWS.
- Successful launch and distribution drive of Robert Antiseptic Liquid in Anambra/Delta in 2014 and Imo in 2015 with retail distribution of 275 cases AWS and from 50 to 146 cases AWS respectively.
- Distribution and visibility drive of Carex hand wash in Anambra/Delta territory in 2014.
- Successful launch of Morning Fresh Antibacterial and Canoe pure laundry in Anambra/Delta and Imo territories respectively in 2015.
- Uncovering market segment for Nunu Milk in Cross River/Akwa-Ibom area in 2016, restoring product awareness.
- Successful market entry drive for Tempo detergent 500g in Cross River/Akwa-Ibom in 2017.
- Successful re-launch of Morning Fresh range in Lagos region in 2018 with 45% uplift in sales volume of brand.
- Successful re-launch of Premier Cool range in Lagos as well as pan-Nigeria in 2019 with about N185million sales revenue generated in 6 weeks (which represents 13% uplift in sales for the range).
- Successful re-launch of CB range across retail open market with 5% sales uplift in volume.
- Depletion of all close-to-expiry milk and yoghurt (over 35,000 cases) in Lagos and East regions in 2019.

### In-Market Execution (IMEX)

- Liquid Antiseptic drive in all NOM retail outlets with minimum 25% SOS across all 50 top stores in 2014.
- Successfully managed DAW promotions for detergents and laundry in OM in Imo in 2015 with 24% uplift in sales volume as well as a sustained market penetration for the products.
- Successfully co-managed the global hand washing day CSR in Cross River in 2017/2018.
- Development and successful execution of quarterly regional initiative for Lagos region in 2018/2019 accounting for 35% of sales volume.
- Project “IMEX 2-in-1” was used to raise reported merchandising activity level in Lagos region across both OM and NOM by 70%.
- Development and successful execution of Project “GO Win” to drive retail distribution in Lagos region in 2019.
- Successful implementation of Project “WISE” to drive wholesale volume in Lagos region in 2019.
- Development and execution of loyalty promotions across brands in Lagos region in 2019.

## EDUCATION

**National Open University of Nigeria.** Ongoing

Master of Business Administration (MBA)

**University of Benin, Benin-City, Edo State.** Dec. 2006 - Dec 2011

B.Eng. Chemical Engineering (2<sup>nd</sup> class upper division).

**Tekedia Institute, USA.** Jul. 2020 – Oct. 2020

Mini-MBA (Innovation, Growth and Digital Execution)

**First Atlantic Cybersecurity Institute.** Jun. 2020 – Aug. 2020

Certificate in Cybersecurity Management.

#### PROFESSIONAL QUALIFICATION

- Proficiency in Management/Graduate Member Cert. of the Nigerian Institute of Management (NIM) Jun.2013.
- Certified Project Manager of the International Project Management Professionals (IPMP) Dec.2012.

#### SKILLS

**Computer Skills:** Microsoft office (word, power point and excel).

MFG, SAP and SFA (Sales Automation Force).

**Other competences:**

- Good communication, Coaching and Leadership skills.
- Stakeholders and Customer Relationship Management.
- Market Intelligence and Competition analysis.
- Persuasive selling and Negotiation skills.
- People and Team management.
- Field Sales and Account management.
- Distributor Development and Management.
- Trade Marketing and Trade promotion management.

#### INTERESTS

Singing, Playing Piano, Reading Books, Management, Life skill Coaching.

#### REFERENCES

References available on Request.