

# Client Name

## Marketing Management Executive

*Transformational leader with a distinguished history of strengthening African markets by devising and executing commercial strategies focused on successful new product launches, customer retention, and multi-million-dollar sales generation.*

### Qualifications Summary

- Instrumental in anticipating and interpreting needs of high-profile clients into tailored product/service offerings across varied industrial segments, while effectively managing restricted budgets to cultivate trusted advisor relationships.
- Repeated success in accelerating profits, reinvigorating brand operations, improving customer engagement, and yielding significant cost savings at various multi-billion-dollar corporations, including Cosmos, Cipla, Bayer, and GlaxoSmithKline.
- Excellent at spearheading market growth, championing brand positioning, and increasing sales quotas through process re-engineering, strategic business planning, talent nurturing, management reporting, and stakeholder engagement.
- Adept at building, coaching, and directing in-house/virtual teams in improving digital campaign/social media management and key messaging optimization to elevate brand visibility and transform underperforming markets.
- Proven capability to influence decisions of internal/external stakeholders through solid negotiation and communication skills.

### Areas of Expertise

- Multi-channel Marketing
- Marketing Communications
- Strategy Development & Execution
- Project Management
- Digital Campaign Management
- SEO & Social Media Management
- Cross-functional Team Leadership
- Budget Planning & Management
- Partnership Development
- Client Account Management
- Compliance Management
- Operations Optimization

### Career Experience

Cosmos Pharmaceuticals  
Regional Marketing Manager – East Africa & Sub-Saharan Africa

2019 –2023

Strengthened the East African and Sub-Saharan markets by implementing win-win commercial strategies to ensure market share expansion, successful new product launches, team delivery improvement, customer retention, and \$30M sales generation annually across nine countries. Led a team of 40+ members in line with strategic brand vision. Devised strategies and proposed modifications in conjunction with SEO, social media, paid ads, and marketing automation teams.

- Boosted customer engagement by steering the implementation of a new website, social media, e-detailing, and reporting tool.
- Built a high-performing teams with increased motivation by spearheading a robust re-engineering process for planning and facilitating the company's first-ever sales conference and team building activity.
- Achieved a lean and effective organization structure by actively engaging in implementing a job grading and performance management tools organization-wide.
- Contributed to 45% and 25% increase in sales and market growth by devising and executing impactful action plans.
- Spearheaded nine successful product launches in three extremely competitive markets with only 45% of the budget allocation.
- Maximized sales by instilling a culture of excellence and ownership in the sales team through strategic coaching, training, and mentorship.
- Facilitated brand inauguration to address identified gaps and drive effectiveness across marketing campaigns while driving digital transformation and building marketing team's capability.
- Fostered portfolio growth and supported the formation of on-site teams across the region by conceptualizing and identifying KPIs.
- Enabled strong implementation of key action plans focused on improving brand positioning by redesigning policies,

strategies, and procedures for all marketing activities region-wide.

- Decreased budget by 20% through integration of the region's budgeting and reporting processes.
- Identified process improvements that reduced costs, improved quality, and allowed for more efficient use of regional organizational resources.
- Partnered with private and public healthcare providers/stakeholders on free medical camps impacting communities positively in accessing free medical check-ups, medicines and patient education that improved patient outcomes.

Cipla Sub Saharan Africa  
Regional Marketing Manager – East Africa

2018 – 2019

Expertly administered a \$2M marketing budget yearly while managing 20+ employees. Spearheaded core organizational aspects, such as market/sales growth, stakeholder engagement, multi-million-dollar sales deals negotiation, management reporting, and key commercial strategy development.

- Restructured the underperforming marketing department by devising and executing modern marketing roadmaps, leading to a 30% sales growth 15% market share expansion of the Respiratory, Gastroenterology, Women's Health, Cardiology, and General Health business units in Kenya, Uganda, and Tanzania.

Bayer Pharmaceuticals  
Product Manager – East Africa

2011 – 2018

Directed a team of seven employees across the East African Region while managing a \$1M budget. Defined project scope, goals, and deliverables to ensure consistency with company strategy and commitments. Supported the sales team in ensuring complete engagement of all target customers with focused activities.

- Successfully planned and launched an anti-VEGF product in Kenya and Ethiopia.
- Doubled sales growth and grew market share by 50% margin within six months post-launch.
- Consistently elevated sales of the general medicine portfolio, encompassing Cardiovascular, Diabetes, Men's Health, and Anti-infectives in East Africa.
- Improved brand visibility through conference participation by unique branding and HCP engagement activities.
- Strategically increased brand awareness in institutions and amongst target KOLs through marketing activities, including seasonal campaigns.
- Developed creative promotional materials highly resonating with the brands in the target customer's minds.
- Introduced a new anti-coagulant and currently a leading brand, Xarelto in the East African market through speaker-sponsored events.
- Established KOLs through sponsorships to educational conferences and hands-on preceptorship meetings.
- Orchestrated internal/external launches to realize top/bottom-line growth and organizational position as a market leader.

## Additional Experience

Product Manager - General Medicine (Short-Term Assignment in Nigeria/West Africa), Bayer Pharmaceuticals

Medical Representative, Bayer Healthcare, Nairobi, Kenya

Medical Representative, GlaxoSmithKline, Nairobi, Kenya

## Educational Background

Master of Arts in International Business Management, University of Cumbria, Kingdom

Bachelor of Science in Botany and Chemistry, University of Nairobi, Kenya

## Certifications & Professional Training

Professional Diploma in Marketing (ACIM), CIM; Makini College

Professional Postgraduate Diploma in Marketing, CIM; Makini College ('DipM'ACIM)

**Courses & Skills:** Leadership Skills, Lean Sigma, Living the Brand, Personal Finance | Diversity & Inclusion Leadership | Bayer International Management Simulation | Defensive Driving & IT Skills | Business Presentation Skills by Tack International | Marketing Planning in Practice | Creating Value and Investment Appraisals | Resilience Master Class | Marketing Tools -Search Engine Optimization (SEO) | Digital Marketing Foundations | Social Media for Working Professionals