



Shukrani Obadia Mugasa

Business And Management Specialist

CURRICULUM VITAE

AREAS OF EXPERTISE

Management procedures

Project management

Controlling budgets

On time delivery

Business Improvement

Employee relations

Forecasting & finance

Customer facing

Financial awareness

Corporate Management

Campaign Reporting

Identifying
Business Opportunities

Bid management

Creating Brand Awareness

Product and Service Marketing

Contract negotiations

CAREER STATEMENT

“I feel that my greatest strengths are firstly my ability to manage complex selling and marketing campaigns for large direct customers.

Secondly my skill at improving efficiencies of operations to maximise performance and thereby help to ensure that sales and marketing targets are met. Thirdly my real passion for Business Management as a whole, an obsession which allows me to spot trends and develop best practise processes”.

Shukrani Obadia Mugasa

PERSONAL SUMMARY

A personable, charismatic and efficient professional, who I am able to bring an assortment of knowledge and skills to every area of a business. Capable, results orientated general manager with experience of leading high-performance teams and of successfully increasing efficiency and productivity whilst reducing costs and inefficiencies. Ability to keep a level head at all times, nurture and grow a business, evaluate opportunities and risks and also deliver innovative new solutions to challenges. Possessing excellent client facing and configuration skills and highly successful in helping define company direction, achieving goals and optimising business.

Right now, I am ready for a new challenge and suitable position within an organization where I will be surrounded by like-minded individuals who strive to break records and deliver excellence.

BUSINESS AND MANAGEMENT ACHIEVEMENTS

Promasidor Plc (Tanzania) Ltd Head of Business Operations August 2015- Present

Successful leading the cooperative so that it achieves the goals and objectives developed by the board of directors overseeing all business operations in Tanzania markets.

Promasidor Plc (Tanzania) Ltd Regional Marketing and Sales Manager May2014 – July 2015

Successfully delivered the turnover, market-share targets as well as for the implementation of the perfect market initiatives within the 6P's and for the achievements of the sales fundamentals according to the plans and strategies

DIAGEO Plc (EA/Serengeti Breweries Ltd) Distribution Manager June 2012- May 2014

Had fully involved and driven new Route to Market implementation strategies and operational excellence toward achieving 100% share of it.

DIAGEO Plc (EA/Serengeti Breweries Ltd) Area Business Manager Aug 2009 – June 2012

Successfully managed and implemented company business plans and strategies to set goals. I also well motivated, trained, coached my 5 Sales Executive who were promoted to ASMs

DIAGEO Plc (EA/Serengeti Breweries Ltd) Area Sales Executive Aug 2006 – Jul 2009

Well executed company product listing and sales strategies in Key Account outlets and Main and rural markets guided by Quality, Visibility, Availability, Price, Promotion and Persuasion drivers Also successfully listed and aware company products in complicated market which are Exempted Army, Prisons, Police, Duty Free and gained market share from 0% to 30%

DIAGEO Plc (EA/Serengeti Breweries Ltd) Sales promotion Supervisor Aug 2004 – Jul 2006

Liquidated many nearly expire cases of Beck's beer imported for sale from Germany by company and many cases of Stella Artois 500ml which was very slow

Conducted sales promotion and listed products plus aware at their introduction stages in the market.

E. A Industries (T) Limited Sales Promotion supervisor May 2003- Jul 2004.

Listed and promoted new OMO multiactive and new Blueband in Dar Market Sales promotion activities in big supermarkets like Shoprite and Games plus mainstream in Dar markets

CAREER HISTORY (LAST FOUR POSITIONS ONLY)

Promasidor Plc (Tanzania) Ltd Head of Business Operations August 2015- Present

Responsible to set policies, operations, create and maintain budgets, and coordinate with management in the company to evaluate employees, company performance and efficiencies.

To formulate and recommend business policies and programs which guide the organization in maintaining and improving its competitive position and the profitability of the operation.

To direct activities so that approved business plans and strategies on schedule and within quality standards and cost objectives.

To oversee compliance with the cooperative's personnel policies and update as needed.

Promasidor Plc (Tanzania) Ltd Regional Marketing and Sales Manager May2014 – July 2015

- Was responsible for achieving key marketing and sales objectives through the managing of multiple channel of distribution and aggressively growing new accounts.
- Was responsible for managing the growth and development of the company product mix and brand value in a defined market area.
- Was accountable for achieving the Regional marketing, sales and profitability goals, provided direction and leadership to the field Regional Staff while responsible for the customer satisfaction and market share within the Regional geography

DIAGEO Plc (EA/Serengeti Breweries Ltd) Distribution Manager June 2012- May 2014

Responsible for monitoring and assisting in all marketing and distribution-level plan tasks, projects and related activities. Also in charge of ensuring that all products and Area **Distributors'** environments are optimized to deliver the sales targets

PERSONAL SKILLS

Analytical Mindset

Results Orientated

Entrepreneurial Spirit

Persuasive & Articulate

Relationship Development

Enthusiastic & outgoing

Self Motivated

Excellent Communicator

Problem Solving

Possessing a 'can do' attitude.

Good business sense.

Good financial acumen

Influencing within cross-functional teams

Influencing Skills.

- ▣ Developing action plans for growth in target markets.
- ▣ Setting revenue and customer retention goals.
- ▣ Providing information proactively to Senior Managers, such as weekly status reports and monthly/quarterly business reviews
- ▣ Informing sales staff of all product issues, marketing objectives & programs.
- ▣ Organizing company stands at Area Distributor trade shows and fairs.
- ▣ Maintain active distribution in all primary markets.
- ▣ Following up all sales leads quickly and efficiently.
- ▣ Creating sponsorship packages and seeking out partner sponsors.
- ▣ Maintaining on-going client communications via email, phone & in-person.
- ▣ Identifying bottlenecks in the sales process and initiating corrective action.
- ▣ Writing up detailed business performance reports.
- ▣ Developing sustainable business pipelines that result in new account acquisitions.

DIAGEO Plc (EA/Serengeti Breweries Ltd) Area Business Manager Aug 2009 – June 2012

Was responsible for providing day-to-day campaign oversight and management and for implementing all sales and promotional techniques.

Also played a part in coaching and motivating the team to deliver the best in customer service

- ▣ Drove superior performance at scale guided by company ways of working across display, mobile and social promotional campaigns.

Provided daily sales support to marketing executives and field staff.

Managed expense levels at or below given budget.

Evaluated distributor and vendor performance.

Contacted local businesses over the phone to book own appointments.

KEY COMPETENCIES AND SKILLS

PROFESSIONAL

Principle and practice of Management

The Diageo Ways of Selling

Commercial & Leadership Competence
Advanced Essential Sales Skills

Comprehensive Computer applications
Advanced Defensive Driving

Fluent in Kiswahili and English

Business Development

- ▣ Ability to target companies and passive candidates by leveraging all available online and offline resources.
 - Building deep and lasting relationships with customers.
 - Excellent strategic sales techniques.
- ▣ Able to build and energize talent through coaching and developing others.
- ▣ Knowledge of how to manage customers with the greatest of care.
- ▣ Identifying & manage resources required to maximize volume opportunities.
 - ▣ Able to work extremely well under minimal supervision.
- ▣ Strong client relationship management and development aptitude.
- ▣ Ability to lead large, complex cross-functional sales initiatives.
- ▣ Exposure to and comfortable with the process of forecasting.
 - Growing existing accounts.

Managerial

- ▣ Having deep understanding of a customer's environments, workflows, **and** business processes.
- ▣ Strong consulting skills including negotiation, persuasion, coaching, teaching, influencing, and listening.
 - Computer literate and able to proficiently navigate all MS Office applications.
 - Build business in new markets and areas.
 - Highly organized, and able to prioritize and multitask.
 - Ability to close business within short sales cycle.

Personal

Always paying attention to quality and continuous improvement.

- ▣ Meticulous attention to detail.
- ▣ Having a productive and proactive work style.
- ▣ Clean and professional in appearance
- ▣ Can independently manage complex technical sales initiative

PERSONAL DETAILS

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shukrani128@gmail.com

Nationality; Tanzanian

ACADEMIC QUALIFICATIONS

University of Dar es Salaam- Tanzania
Master of Business Administration

Kampala International University- Uganda
Bachelor of Business Administration – Marketing

Tambaza High School - Tanzania
Advanced Certificate of Secondary School

Mwanza Secondary School - Tanzania
Certificate of Secondary School

Makongoro Primary School - Tanzania
Certificate of Primary School