



PROFESSIONAL SUMMARY

Driven business, commercial, and people leader with career-long record of success

Accomplished general manager with proven expertise in managing people, profitable P&L, brand launches and expansion in both global and local markets. Known for strengthening clusters to lead in competitive environments by delivering innovative concepts that follow best practices and industry guidelines. Utilize data analysis, research and testing to assess plans and provide creative solutions that drive growth. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills.

CORE COMPETENCIES

- Strategic planning
- Project management
- Distributed team leadership
- Innovation Commercialization
- Sustainability
- Talent recruitment
- Cross-functional collaboration
- Net Revenue Management
- Campaign development
- Complex problem-solving
- Partnership management
- GTM/RTC Strategy

PROFESSIONAL EXPERIENCE

PEPSICO SSA/SIMBA PTY, JANUARY 2018 TO PRESENT

BUSINESS DIRECTOR & GM – AFRICA

- Oversee the Lipton Iced Tea franchise P&L business in Africa cluster, with net revenue of \$45m+ USD across 5 key markets including Nigeria, South Africa, Morocco, Mauritius and Ivory Coast and 3 export markets of Botswana, Namibia and Senegal.
- Influenced South Africa bottlers to accelerate Pep Positive targets on sugar reduction hitting 67% of portfolio $\geq 100\text{cal}$ per 12oz serving and packaging agenda of 100%rPET before 2025 targets
- Achieved the Lipton Iced Tea launch in Nigeria, 3m 8oz cases sold in Year 1, and won the AMEA Award.
- Coordinated the Lipton Sponsorship of first-ever Match in Africa Tennis held in Cape Town in February 2019, raising \$3.5m USD for the Roger Federer Foundation.
- Provide leadership and direction to a cross-functional team in crafting optimal Net Revenue management strategy for accelerating category growth; bridged communications across demand and supply teams to align objectives and resolve issues.
- Leading On Premise/Away from Home agenda for Lipton in Africa, secured Lipton listing with key South African QSRs including Burger King, Spur and Wimpy in year 1.
- Lipton Iced Tea won the PLI JV Global Peace One Day celebration competition with campaign and activations, which generated 1b+ digital impressions, executed at the 2020 Big Brother Naija.

PEPSICO UK, MAY 2017 TO DECEMBER 2017

BUSINESS DIRECTOR & GM – UK & SUB-SAHARAN AFRICA

- Migrated the rooibos tea extract sourcing operation from Germany, delivering incremental cost savings.
- Planned and executed sustainability projects including tea levels harmonization, sugar reduction to 5g/100ml, and rPet making up 0.5M USDs productivity in all markets.
- Championed the launch of Lipton Green flavors, becoming the fastest-growing flavor.
- Led the Lipton Iced Tea Bottling agreement for 5 future white space, new seed markets in Africa, and export markets in Southern Africa.
- Supervised the first-ever localized Africa communication and digital campaigns, first launched in South Africa; evaluated campaign success KPIs including ROAS, Brand Awareness and Engagement.
- Enabled the entry for Europe Sub Saharan Africa team to win the 2018 Global PLI TeaVenture Award.
- Guided the relaunch of Lipton in the new Sirena Lipton proprietary bottle, changing livery to 3D designs to achieve on-shelf stand-out and improve brand recognition.

BACARDI MARTINI TRADALL, JANUARY 2016 TO APRIL 2017

AREA MANAGER, EXECUTIVE DIRECTOR – WEST AFRICA

- Set up local offices as importers and distributors with legal, tax, and financial systems in place as fully owned businesses of Bacardi Martini Global.
- Recognized for delivering the highest-ever Nigeria sales revenue (\$10m+) in the first year of operation.
- Coordinated the recruitment of pioneer talents, including Channel Development Managers, and the appointment of a new distributor and sales partner (FMCG Distribution Ltd.).
- Negotiated a third-party partnership valued at \$20m for the manufacturing, distribution, and packaging of a locally produced spirits brand in Nigeria.
- Achieved the successful launch of the Martini "Play with Time" digital campaign with local talents across West Africa subregion.

BACARDI MARTINI TRADALL, JUNE 2013 TO JANUARY 2016

COUNTRY COMMERCIAL DIRECTOR

- Recruited, evaluated, hired, and managed talent in Nigeria, including 13 BMN and 15 Distributor's Sales leadership team.
- Drove growth in sales revenue from \$5m to \$8m within 3 years; delivered 50k 9lcs and achieved highest sales depletion of 40k 9lcs/cases; won the Bacardi Martini MEA highest depletion award.
- Led the launch of locally adapted global campaigns, including Martini "150 years," which generated awareness and depletion growth of 90%, Bacardi "Loud and Untamable," Grey Goose "Fly Beyond," and the company's first-ever social media page that surpassed the target of 150k fans.
- Cultivated a partnership with Nigerian Breweries (Heineken) for a 10-year renewable contract manufacturing and distribution of Bacardi Breezer RTD; successfully launched this brand in Nigeria.
- Oversaw the commercialization of Baron Otard and D'usse premium cognacs in Nigeria and Ghana.
- Built the Bacardi Martini Bar Academy Program, which trained 200+ bartenders.

DIAGEO AFRICA, AUGUST 2011 TO MAY 2013

NIGERIA HEAD of CUSTOMER MARKETING – SPIRITS

- Maintained oversight of a £2.5m+ marketing budget, as well as the activities and performance of 6 Customer Marketing Managers and 3 Activation Executives.
- Facilitated delivery of 250k EUs and 60%+ growth as Acting Sales Director, responsible for 30 Managers.
- Spearheaded the creation of the Nigeria Spirit Business Transformational Strategy, including the innovation pipeline and category/portfolio expansion for Mainstream and Reserve brands.
- Received the Fastest-Growing Spirit Business Award for achieving incredible results.
- Led the launch of Diageo Reserve brands, including Johnnie Walker Blue, Single Malts, Nuvo and Ciroc Ultra-premium vodka first in Africa.
- Planned and executed in-bar consumer sampling and experiential activations in 1k+ outlets that delivered 80k EUs sales with 80%+ depletion.
- Established the first-ever Nigeria Open Market Wholesaler Loyalty program, which competed with parallel imported products, rewarded loyal customers, and delivered 30% increased sales.
- Initiated the novel Nigeria Diageo Master Bartender program and sales toolkits for 2k+ retail accounts.

PREVIOUS EXPERIENCE

DIAGEO AFRICA, 2010 TO 2011 | **AFRICA REGIONAL CUSTOMER MARKETING LEAD – GUINNESS BRAND**

DIAGEO AFRICA, 2009 TO 2010 | **AFRICA INNOVATION COMMERCIALISATION MANAGER – BEER**

DIAGEO AFRICA, 2008 TO 2009 | **MARKETING MANAGER – PROCESSES & EFFECTIVENESS**

TESCO UK, 2007 TO 2008 | **MARKETING MANAGER – ENTERTAINMENT RETAIL**

HANDLEMAN UK, 2007 | **MARKETING COORDINATOR & DATA ANALYST**

CADBURY NIGERIA PLC, 2004 TO 2006 | **BRAND MANAGER – CADBURY BOURNVITA**

CHEMICAL & ALLIED PRODUCTS PLC, 2003 TO 2004 | **BRAND MANAGER – ICI PAINTS**
CHEMICAL & ALLIED PRODUCTS PLC, 2001 TO 2002 | **BRAND DEVELOPMENT MANAGER – FLAME GUARD**
CHEMICAL & ALLIED PRODUCTS PLC, 2000 TO 2001 | **DECORATIVE PAINT DEVELOPMENT CHEMIST**
FEDERAL COLLEGE OF EDUCATION, 1999 TO 2000 | **NYSC CHEMISTRY LECTURER**

EDUCATION AND CREDENTIALS

SPECIAL EXECUTIVE M.B.A., 2014
Metropolitan School of Business and Management – UK

ADVANCED GENERAL MANAGEMENT PROGRAM, 2011
Lagos Business School – Nigeria

CIM POSTGRADUATE DIPLOMA IN MARKETING, 2010
Cambridge Marketing College – UK

BACHELOR OF SCIENCE (B.S.) IN CHEMISTRY, 1999
Obafemi Awolowo University – Nigeria

AWARDS AND HONORS

- AMESA Award for Overcoming Supply Chain Crisis, Pepsi Lipton 2022
- Bacardi ME Award, Route to Consumer in Nigeria, 2015
- Outstanding Alumnus Award, Faculty of Science, Obafemi Awolowo University, Nigeria, 2021
- Brand Manager of the Year, Cadbury Schweppes Nigeria, 2006
- 2nd Best Graduating Student, Dept of Chemistry, Obafemi Awolowo University, Nigeria, 1999
- Distinguished Cadet In Chief, National Youth Service Corps Plateau State, 1999

PROFESSIONAL AFFILIATIONS

- Member – Chartered Institute of Marketing, UK (2008 – Present)
- Member – Institute of Direct Marketing, UK (2008 – Present)
- Member – Institute of Directors, UK (2016 – Present)
- Member – Institute of Directors, SA (2018 – Present)
- Member – Institute of Business Advisors of SA (2018 – Present)
- Non-Executive Board Trustee – Humanitarian Logistics Association UK (2020)
- Non-Executive Board Director – LiquidIntel Startup Brazil (2020)

ADDITIONAL INFORMATION

Nationality: British, Nigerian, SA Residence Permit

Languages: English, Yoruba

Technical Proficiencies: Windows, Microsoft Office 365 Suite, Microsoft Project, Oracle, SAP, Salesforce, Qlik, Ada, Bynder, Oracle Moat, Decideware, Nielsen, IRI, Dumhumby

Interests: Gardening, photography, travelling, football and swimming