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Career Highlights

International strategic C-Level executive helping business grow through sales and people. Experienced in sectors such as solar, agribusiness, insurance, and fintech. Perfectly fluent in Spanish, English, and French and worked in countries such as Cameroon, Côte d'Ivoire, Senegal, Mali, Tanzania, and USA.

Successful and passionate about taking companies from 1X to 10X in emerging markets, my top 3 talents based on a Plum assessment are: Managing others, communication, and embracing diversity. Based on StrengthFinder assessment, my strengths are: significance, analytical, responsibility, arranger, and belief

Summary of Skills

Sales Strategy and market penetration • Recruiting and Training • Structuring, Setting up Processes, and Managing sales organizations • Decision Making using Key Metric Analysis • Client Relationship Management • Revenue Generation Channels • Territory Management • Public speaking

Recent Accomplishments

Sales Management and strategy

- MyAgro in 2020: overseeing 3 countries leading to 44% increase in a year where most companies were struggling because of a pandemic shifting a door-to-door sales strategy to a call center strategy and developing a new revenue model with tombola. 100% objectives met in 2021. Best month of collect payment of the company since reaction with more than \$1 million in one month. Work that led to a great multi million dollars win of the audacious project.
- Zola Electric & EDF in 2019: Built, developed, trained, and managed a sales team from 18 people to more than 400 people in Côte d'Ivoire in solar energy industry with best average FSR productivity growing customer base from 1000 to 20 000 in 1.5 years, best OpCo in sales management and payment rate of ~80%

Recruiting and Training

- Participated in the training and recruiting of more than 500 salespeople and managers using learning from WRP for sales process, Dale Carnegie for mindset, and Tony Robbins for determination and attitude
- Developed training programs for Sales Representatives and Sales Managers

Features and more

- Was featured in The New Yorker Magazine by author Bill McKibben in the article "The Race to Solar"

Professional Experience

Consultant (Côte d'Ivoire)

September 2022 to Present

ELITE WARABA

- Consulting Project with MaTontine (FinTech) on market penetration and women groups in Côte d'Ivoire
- Consulting Project with ENGIE (Solar Energy) on customer acquisition in Côte d'Ivoire
- Consulting Project with PANELYS (VISA Prepaid card & mobile money FinTech) on setting the whole sales department

Vice President of Sales (Based in Senegal and overseeing Senegal, Mali, and Tanzania)

January 2020 to 2022

MYAGRO (AGRIBUSINESS)

- In charge of All 3 countries sales strategy
- Overseeing about 1500 field sales people across the 3 markets with hundreds of supervisors and directors
- Overseeing the marketing strategy
- In charge of KPIs and data analysis to help track what matters to impact the growth

Country Head of Sales (Côte d'Ivoire)

February 2017 to 2020

ZOLA EDF Côte d'Ivoire (SOLAR)

- In charge of total strategic and tactical sales planning and execution
- Overseeing sales team building, development and training
- Developing the Direct sales and Telesales channels, and New Channel

Country Sales and Marketing Director (Cameroon)

April 2014 to February 2017

CPA ASSURANCE (INSURANCE)

- Sales organization recruiting, management, and development
- Creation of new sales channels
- In charge of partnerships establishment and development
- Institutional communication
- Product development

HR Consultant

November 2012 to April 2014

Bluebell Consulting Solutions – Partner of Profiles International

- Business development and recruiting
- Utilization and implementations of employee assessments and talent management solutions
- Employee performance evaluation, career path and succession planning
- Development and implementation of performance models

Professional Experience, continued

Marketing and Sales Manager (USA)

January 2010 to November 2012

DirectBuy, Inc – Boston (MA), and Providence (RI)

- Planned and executed marketing programs, producing three times target number of qualified leads
- Focused on lead generation, group sales and consultative sales for membership growth.
- Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, blog articles and newsletters.
- Planned and executed events and trade shows that contributed in increasing organization sales by 10%
- Developed and managed online social media resulting in increased company exposure, customer traffic, and brand awareness
- Supervised marketing department's monthly analysis of customer acquisition data and campaign performance
- Communicated with customers, employees and other individuals to answer questions and explain information
- Interviewed, hired and trained new quality customer support staff and Marketing Associates.

Sales Trainer (USA)

June 2008 to October 2009

Southwestern Consulting – Nashville, TN

- B2C Sales training based on the 150 year old success principles of The Southwestern Company focusing on improving activity, results, and forming great habits.
- B2B Consultative sales
- Worked closely with New York Times Bestselling Author of Take the Stairs, Rory Vaden to develop the TPE (Top Producer Edge) Coaching Program

Organizational Sales Leader & Corporate Recruiter (USA)

May 2003 to June 2008

Southwestern Company – Nashville, TN

- Created, Developed, and managed long-term relationships with Career Service coordinators of French universities in Paris (FRANCE) such as: ESCP-EAP, Paris Dauphine, American Business Schools, INSEEC, MBA Institute, ISCPA Paris
- Monitored incentive programs and contests designed to support achievement of production goals
- Planned and executed recruiting and informational sessions in French universities
- Interviewed, hired and trained new quality sales students for the Southwestern Summer Internship Program
- In charge of team management, coaching, and motivation to meet organizational sales objectives
- Assisted District Sales Manager in developing and building team in Slovakia and Poland (Eastern Europe)
- Monitored team relocation in sales territory from Europe to USA
- Top 7% company recruiter – French Organization

- Led a Team of 20 sales students from Slovakia, France, and Estonia in Florida and California
- Top 10% salesperson – French Organization

Education

American Business School – Paris (FRANCE) 2006

Bachelor of Science in Business Administration major International Business and Marketing

Master of Entrepreneurship candidate

Dale Carnegie Training Certification

Attended the training in 2004 in France, 2009 in Nashville (TN), and 2011 in Boston, MA Focused on:

- Public Speaking & Business Group Presentation
- Communication, Team Coaching, Time and Stress Management

Languages

Bilingual French/English

- Fluent: Spanish
- Conversational: German

References upon request for each company I worked for
