

Samuel Okwandu

Professional Summary

Resourceful and adaptable International Sales and marketing Manager with experience leading cross-functional teams in fast-paced, global environments. Skilled in developing and executing successful sales strategies with proven talent for identifying and pursuing new business opportunities in diverse markets. Results-focused leader and ambitious to drive substantial revenue and profits through proactive strategies and competencies in implementing multifaceted approach involving competitor research, innovative promotional strategies, and continuous optimization to exceed expectations.

Experience

COUNTRY MANAGER (NIGERIA AND GHANA) 12/2022 - Current

Remy Cointreau AMEI, (Hybrid)

- Responsible for the profitable development and growth of Remy Cointreau portfolio in Nigeria and Ghana by the implementation of the commercial strategy based in Lagos and Accra.
- Manage the local team to deliver the successful implementation of activity plans.
- Liaise with the local partners to implement an effective commercial plan across all brands according to regional guidelines.
- Improve the effectiveness of working relationship with our local partners in order to maximize sales opportunities and achieve budgeted sales volumes.
- supervise and implementation of pricing and availability regional guidelines in off-trade and on-trade.
- Actively involved in the marketing of RC portfolio in accordance with guidelines and ratification of A&P spent.
- Manage in collaboration with local partners business P&L.
- Develop and execute annual budget preparation in Nigeria and Ghana with local collaborators.
- Achieve a monthly review and preview of the marketing activities with our local partners sales and marketing manager ensuring the budget is achieved and respected.
- Constantly evaluate each brands strategy and make recommendations based on local market benchmark to build upon it order to actively drive the business forward through focus and strategic promotional activities.
- Maintain relationship with High value clients across the commercial chain
- Gather clear insights on market intelligence, evaluate and give real time feedback on competitor strategy and pricing in Nigeria and Ghana and also Create insightful customer intelligence reports, detailing focused strategy on target clientele acquisition.
- Execute in-market strategy in both markets to ensure sustained growth trajectory in RC SoM.
- Used outstanding networking and negotiation skills to set up strategic partnerships for improved business expansion.
- Carry out regular profit and loss analysis, presenting successes and failures and implementing improvement strategies.

HEAD OF CUSTOMER MARKETING IPS 04/2021 - 12/2022

Diageo, Lagos, Nigeria

- Head of customer marketing for Diageo's international premium spirits and reserve brands responsible for end-to-end commercial channels activity development and deployment in Nigeria.
- Developed Nigeria wholesale business against agreed targets through strategic team and client management.
- Delivered above 20M GBP (Pounds sterling) in gross sales value in fiscal year of 21/22 and above 122K 9Litre cases in depletions coming primarily from promotions designed and executed by the customer marketing team at an average of >20% ROI per promotion deployed.
- Anticipated and forecasted volume trends, changes and threats affecting company objectives by analyzing and monitoring industry and business conditions.
- Built and maintained deep product, service and industry knowledge to align and articulate value propositions with customer needs.
- Acquired new commercial accounts, focusing on long-term profit to maintain steady business growth.
- Liaison between procurement and general vendors in delivering best in class executions with zero time lag across commercial channels.
- Acted as bridge in the reinforcement and collaboration of internal relationships between Marketing and Sales to deliver progressive trajectory in share of market for IPS and Reserve brands.

COUNTRY MANAGER (NIGERIA & GHANA) 08/2020 - 04/2021

Global Fine wines and Champagnes , Marseille , France (Hybrid)

- Manage general business operations for Nigeria and Ghana based in Lagos, Nigeria
- Developed Nigeria wholesale business primarily against agreed targets through strategic team and client management.
- Grew the business by >100% VS target in 9 Months of engagement.
- Company project lead to establish business in Nigeria covering Importation, Partner collaboration with local collaborators and develop RTC within the Nigerian and Ghanaian Markets.
- Pro-Coach and mentor to sales teams targeting Trade confidence and carriage is assured ,face-to-face selling engagement expertise with competency in 2B and B2C channels, thereby optimizing sales force head count.
- Acquired new commercial accounts, focusing on long-term profit to maintain steady business growth. Over 450 commercial accounts acquired from zero base in 9 Months for Nigeria alone.
- Inspired and motivated sales teams to continually develop their skills and abilities, increasing profit and performance potential.
- Created insightful customer intelligence reports, detailing focused strategy on target clientele acquisition.
- Used outstanding networking and negotiation skills to set up strategic partnerships for improved business expansion.
- Collaborated successfully with key internal stakeholders and departments to gain necessary support to optimize sales success.
- Oversaw and coordinated all marketing activities, adapting and publishing global marketing material by brand to increase relevancy in individual international markets.
- Monitored international markets, conducting research on competitor products and activities to inform sales strategies.

- Negotiated high-value contracts with clients and vendors, growing business opportunities across targeted territories.

NATIONAL ON-TRADE MANAGER 09/2017 - 08/2020

Pernod Ricard West Africa , Lagos, Nigeria

- Own and Drive Pernod Ricard Nigeria On-trade strategy/RTC - Co-Create with Trade marketing team On-trade dedicated.
- Nigeria's on-trade landscape - Implement brand and trade programmes in Premium + On-trade accounts according to cycle plan and respective brand strategy
- Presence: Ensure full Portfolio (Select in some cases) availability in covered account - Negotiate retail Hotspots Ensure visibility of PRN brands & POS based on communication strategy following guidelines developed and validated by self while supervising deployment through Trade Marketing team
- Activation: In accordance with agreed business or account specific activity calendar, deploy activation against select premium+ account - Develop and adhere to a well-defined work programme and route plan as aligned with management - Actively participate in business development projects (e.g., trade incentive schemes, internal brand awareness campaigns, etc.) - Ensure Team leverage sales automation tool (SFA) - Ensure attendance of all approved training programmes and show visible application of acquired knowledge - Ensure that objectives in terms of availability, visibility, volume, margin, quality and customer price of products are achieved in Key Premium+ accounts - Provide data and maintain database on competitor's moves and sales and distribution performance in order to guarantee that Business
- Managers are always fully informed - Reporting: Timely and quality rendition of reports - Manage all assigned funds, materials and equipment in a secure and efficient manner in order to maximize the use of organization assets - Monitor brand's performance in premium + account (PRN's and competitors') - Build and maintain strong business relationship with outlet owners in order to move outlet to the position of preferred partner
- Gather/ provide ideas on how to develop new Serving rituals into Premium+ Outlets accounts
- Deliver financial goals with organized strategies focused on proper management of expenses and income.
- Monitored staff performance, continually seeking ways to improve team delivery for optimized financial success.
- Established monthly goals, communicating priorities to staff and closely tracking progress to achieve success.

PRESTIGE MARKETS AND BRAND EDUCATION MGR NIGERIA 07/2015 - 09/2017

Moet Hennessy WA, Lagos, Nigeria

- Acted as Brand expert and team lead for Brand education campaigns and communications in Nigeria
- Developed and led brand education campaign to achieve a reach of over 5000 recipients in 2015 alone with razor sharp focus on brand education, immersion and introduction to new and exciting ways of consumption.
- Team Lead toward developing first African consumer friendly brand brochure to enhance easy learning resulting in increased brand knowledge for stakeholders and reinforcing reference material for over 5000 recipients across Nigeria.

- Pioneer Manager and team lead for the most sort after markets in Nigeria “prestige Markets”, responsible for the team and strategy development across these select hot spots in-market.
- Key management personnel charged with identifying and developing new channels and opportunities in the in-market.
- Developed Trade marketing strategy for the prestige markets in Nigeria while acting as team lead achieving 15% growth in the outlet universe in the first year alone.
- Worked flexibly with staff members to move areas of work to respond to workload peaks.
- Developed education offerings and supported research and evidence base to enable organization to inform community about educational initiatives within the wine and spirits sector.

PORTFOLIO BRAND AMBASSADOR 02/2014 - 07/2015

Moet Hennessy WA, Lagos, Nigeria

- First African Moet Hennessy dedicated Brand Ambassador with focus on the Nigerian Market and English speaking West African markets.
- Responsible for the full Moet Hennessy brand port- folio (Champagnes, cognac, Premium Vodka, still and sparkling wines estate) - Developed a strong Education and advocacy plan for the respective markets which resulted in the increased interest for brand education and immersion by stake-holders across markets.
- Team Lead on outlining and developing the international On-trade accounts with main focus on CRM development.
- Championed numeric and weighted distribution roll-out for High value outlets including best in class execution of brand visibility resulting in delivering 70% growth in share of market by EOY 2014.
- Winner of Moet and Chandon 'Wine Credo' Global award for most innovative deployment of digital education program which reached 744 key service personnel across Nigeria in 6months at an average of 120/month being the highest reach globally in 2014.
- Curated strategic events with PR communities, businesses and media to promote brand updates and increase awareness.
- Actively leveraged social media platforms such as Instagram, Facebook, LinkedIn, YouTube, Twitter and TikTok to increase brand awareness and brand communication.
- Designed marketing materials for display in stores to create consumer awareness and grow company market share. Educated customers about company products through product demonstrations.

AREA MANAGER 01/2013 - 02/2014

Moet Hennessy WA, Lagos, Nigeria

- Prepared detailed marketing forecasts on daily, weekly and quarterly basis.
- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Maximized outreach by implementing marketing strategies to grow customer base.
- Conceptualized engaging, targeted social media and digital marketing content for social platforms.
- Implemented marketing plans for new product launches, working closely with product team to meet key milestones and deadlines.

- Tracked sales, click-through rates and conversion rates by marketing campaign for comparison.
- Managed relationship building between company and high-paying clients, completing regular visits and providing loyalty discounts.
- Generated monthly and annual sales reports to determine growth and areas requiring improvement.
- Mentored employees in successful selling techniques and encouraged cross-selling additional products and services.
- Forecasted product sales and achieved quarterly and annual sales objectives.
- Increased profitability by developing pipelines utilizing multiple marketing channels and sales strategies.
- Strengthened profit opportunities by managing time and resources to meet sales objectives.

TRADE-MARKETING AND SALES EXECUTIVE 08/2010 - 01/2013

Moet Hennessy WA, Lagos, Nigeria

- Championed MH success through the battle for Premium Vodka supremacy due to competitor close-up and increased need to gain market share. The campaign successfully resulted in increased market share and Numeric distribution of 'Belvedere Vodka' up to 95% across Lagos On/Off premise Channel
- Led and mentored trade-marketing team Lagos resulting in career growth for two frontline staff within the first 12 months post mentoring. This also gave way to my earning a promotion into my next role.
- Maintained outstanding customer relationships by providing excellent support and solving queries both over the phone and in person.
- Increased the market reach at consumer entry level for premium brown spirit leveraging MH innovation 35cl Hennessy cognac across the South west NGR market increasing volume depletions by >40% from base and VS target by EOY 2013
- Manage the field sales team for on-trade and off-trade accounts segment respectively using up-to-date tools : Sales force (a mechanized software tool field sales personnel for effective operations)
- Responsible for creating the first exhaustive market database for the Lagos Island Market- *representing the Image drive for the wines and spirits sector in Nigeria -*
- Team Lead for execution of the first ever Moet and Chandon Gold ON-TRADE activation delivering an immersive experience that had a massive impact on the champagne segment and its landscape. The execution delivered over 100% in depletion VS plan and a reach of 600+ guests.
- Wrote and submitted marketing and sales reports to brief management highlighting developments and milestones.
- Responded to customer queries to provide information regarding product specifications and uses, delivering smooth and positive communication.
- Monitored sales data to analyze previous transactions, gather valuable insight and exercise smart decisions for future.
- Designed innovative selling propositions to enable product to stand out and attract and retain customers.
- Developed the first off-trade channel database for the region and covered all key areas of responsibility including category management, reporting, competition activity report, CRM and brand building
- Identified extensive market channels for expansion across the western region resulting in footprints across the major western markets for both on and off premise.

HEAD OF BUSINESS 11/2009 - 06/2010

Xevia Groupe, Lagos , Nigeria

- Modelled business processes to identify strengths, weaknesses and opportunities for improvement. Managed and reduced company expenditure by over 45% in first 6 months resulting in increased profits and capacity to deliver better on staff welfare.
- Reduced staff turn-over by 95% by identifying lapses, creating opportunities for personal development and trainings, identified skill gaps and remedies, employee strengths and weakness and worked with a career coach on designing the best approach
- Revised the operations and company structure for long term resulting in winning 4 accounts across Nigeria that translated to >N40million in revenue by February 2010.
- Supervised supply purchases, management and tracking in line with budgetary requirements.
- Managed organizational resources to meet administrative and operational needs whilst adhering to budgetary guidelines and meeting quality and schedule demands.
- Turned corporate mandates into actionable directives for mid- and low-level staff.
- Drove company growth with proactive mindset and results-oriented plans for business operations.

COMMERCIAL MANAGER 06/2009 - 11/2009

HOTEL 1960, Lagos, Nigeria

- Developed a stock control system that stemmed wastages and increased profit within the first eight weeks of engagement. Initiated a quality control system for the food and beverage department while acting as team lead for the department to ensure high quality of delivery in all areas
- Led marketing campaign that increased company revenue by over 100% leveraging a synergy between the food and beverage unit and Room unit.
- Used proactive problem-solving skills to resolve issues quickly and effectively, minimizing operational disruption.
- Conducted end-of-month audits for upper management review.
- Helped improve customer service, quality assurance and service speed by developing and implementing successful solutions.
- Managed a team of four front desk agents and helped them to resolve issues that arose during their shifts. With an extended work force of 120 between shifts.
- Planned, directed and coordinated service delivery across operational departments, exceeding guest expectations.

CONSULTANT (GM) 03/2008 - 06/2008

Kingsize Place, Lagos , Nigeria

- Created hospitality training programmes to equip learners with skills needed to succeed in industry specifically for the New Kingsize place team across departments.
- Evaluated learner performance to gauge where skills are lacking, tailoring lesson plan to address weaker areas, developed and implemented strategies to enhance team performance, improve processes and increase efficiency. Performed assessments and reviews to help team and gauge implementation of training techniques real time progress.
- Estimated supply requirements based on historical needs and projected business levels.
- Guaranteed compliance with food safety procedures and quality control guidelines.

- Managed rates to cover high service level periods and avoid service delays.
- Coordinated smooth operation of monthly payroll, facilitating timely employee payments.
- Tracked and logged expenses, ensuring spending remained within approved budgets.
- Oversaw all financial business affairs, verifying they are conducted legally and professionally with full regulatory compliance.

GENERAL MANAGER 04/2007 - 03/2008

VISA Entertainment company, Lagos , Nigeria

- Led project development from conceptual stage to delivery of final facility (construction supervision/ lay-out and inputs on facility architecture) - Handled and Acted as Team lead for all daily operations for the business including but not limited to marketing, Finance, Sales, service, quality control, Brand building
- Launched the facility as first new age luxury style hospitality facility and maintained this position for the period of functionality, the facility was open to accommodate up to 1500 guest per time and had a work force of 120 staff at inception.
- Directed safety operations and maintained clean work environment in adherence to HSE requirements.
- Empowered staff members to contribute to continuous improvement, quality and growth of company.
- Drove sales and maintained cost controls.
- Directed day-to-day operations of VISA Ent. facility to provide safe and enjoyable guest experience.
- Promoted revenue by analyzing profitability and key metrics.
- Grew business by creatively driving sales and maintaining cost controls.
- Generated daily operational and sales reports for corrective action or continuous improvement.

GENERAL MANAGER 01/2003 - 03/2007

Kingsize Place, Lagos, Nigeria

- Led the campaign to restructure the operations and rebrand the business to target more corporate client, the campaign resulted in a boost in patronage by 70% by EOY 2003 as well as corporate deals which generated well over N10m in additional revenue within the first 12 months
- Developed a system of stock to ensure zero over stock and effective renewal levels with vendors and sourcing
- Maintained staff turnover at an almost non-existent level by focusing on staff welfare as priority and training programs to ensure they remain up to date with trends.
- Maintained facility compliance with health codes, sanitation requirements and license regulations.
- Streamlined productivity initiatives through compliance with restaurant protocols.
- Liaised with warehouse manager to properly plan and execute all incoming and outgoing deliveries.
- Increased revenue by promoting additional items and assisting with beverage menu creation.
- Created and implemented maintenance plan for all packaging related equipment to minimize unscheduled downtime.
- Collaborated with process team on pre-production runs, striving to get customer approval of packaging.

- Maximized outreach by implementing marketing strategies to grow customer base.
- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Identified user behavior trends, advising and developing strategies to improve digital marketing activities.
- Implemented marketing plans for new product launches, working closely with product team to meet key milestones and deadlines.
- Implemented commercial strategies established by company objectives targeting growth opportunities.
- Conducted market research and analysis to identify business opportunities, dramatically increasing expansion.
- Rolled out new employee training programme effective at building professional and personal growth.
- Worked with cross-functional teams to influence and create relevant customer and market propositions.

PERSONAL ASSISTANT TO THE SECRETARY GENERAL 02/1999 - 11/2002

Federation of Tourism Associations of Nigeria, Lagos, Nigeria

- Generated high-quality reports, documents and presentations.
- Directed and actioned incoming and outgoing correspondence, including postal mail, email and faxes.
- Worked closely with clients to understand desired results and manage expectations.
- Answered inbound telephone calls promptly, directing clients, vendors and general queries to relevant teams.
- Documented and shared weekly meeting minutes.
- Processed and distributed incoming correspondence to relevant staff, facilitating team communication.
- Generated and distributed invoices to obtain fee payments.
- Organized personal and professional calendars, including reminders and updates for upcoming meetings and events.
- Identified depleted items, requested supplies and submitted purchase orders to maintain good stock levels.
- Supported HR with employee hiring and leaving processes.
- Prioritized workload and managed multiple conflicting deadlines with attention to detail and within set timelines.
- Performed general bookkeeping, chasing invoices internally and externally to verify purchases and credit card usage.

Core Qualifications

- B2B and B2C sales expertise
- Territory strategy
- Sales management
- Market penetration
- Face to face selling
- Customer intelligence reporting
- Sales techniques
- Competitive and trend analysis
- Marketing campaign management
- Salesforce CRM
- Sales training
- Retail marketing
- Complex negotiations
- Sales forecasting
- Account management
- Relationship management
- Brand-building strategies
- Product development
- Team management

Education

Master of Business Administration (in-View), 2024

University of Buckingham, Buckingham, BKM

- BA (In-View) 2024

Level 3, Wines and Spirits, 2018

Wines & Spirits Education Trust, London, ENG, UK

- Level 3 Certificate
- Dissertation in Wines and Spirits

Level 2, Wines , 2014

Wines and Spirits Education Trust, London, ENG

- Level 2 Certification
- Dissertation in Wines (Taste profile, region, Production)

Certificate of Higher Education, Marketing Information research and Marketing, 2013

Chartered Institute of Marketing, London, ENG

- Dissertation in [Marketing information and research](#)

Continuous Professional Development- Digital Marketing, Certificate Program, 2013

Simon Page Business School, Lagos, Nigeria, Nigeria

Specialist course on developing Practical Marketing plan

Train the Trainer, Wines and Spirits, 2013

Various Brands , Various

2013-2015

- Hennessy Train the Trainer
- Glenmorangie Single Malt Whisky -Training Program
- Moet and Chandon - Training Program
- Dom Perignon Train the Trainer (Atelier)
- Veuve Clicquot Train the Trainer
- 2018
- Martell Cognac - Train the Trainer
- Chivas Regal Blended Scotch Train the Trainer

- Jameson Irish Whiskey Brand immersion (Ireland)

BACHELOR OF SCIENCE, Computer Science, 2010

Lagos State University, Lagos, Nigeria, Nigeria

- Bsc Computer Science

Languages

English: First Language

Yoruba:



Upper Intermediate

B2

Igbo:



Upper Intermediate

B2

Hobbies

- Creative writing
- Deep Relaxation - Mindfulness, Yoga
- Mentoring & Coaching