




MARTIN M. MWAURA



CONTACT

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CORE COMPETENCIES

- Sales & Business Development
- Market Expansion & Penetration
- Team Leadership & Performance Management
- Distributor & Key Account Management
- Strategic Negotiation & Stakeholder Relations
- Sales Strategy Development & Execution
- Process Optimization & Cost Reduction
- Data Analytics & Market Intelligence

CERTIFICATIONS

- Advanced Sales & Negotiation Training
- Leadership & Team Management Certification
- Data Analytics for Business Optimization

ADDITIONAL SKILLS

- Software: CRM (Salesforce, HubSpot), MS Office, Data Analytics Tools
- Languages: English (Fluent), Swahili (Fluent), Arabic (Basic)

Dynamic Sales and Business Development Leader with over 10 years of experience driving growth in FMCG sales, distribution, and supply chain management. Proven expertise in boosting sales by 60%, expanding market reach, and optimizing operations through data-driven strategies. Skilled in leading high-performing teams, forging strategic partnerships, and delivering exceptional client experiences.

EXPERIENCE

- January 2025 – Current **Key Markets Supervisor Al Thuraya Food Industries**, Doha, Qatar
- Analysed competitor activities and market trends to refine account strategies.
 - Monitored KPIs and key account metrics to drive continuous improvement.
 - Collaborated across teams to deliver tailored client solutions.
 - Anticipated client needs by staying informed on industry trends. Developed training programs for account managers. Oversaw budget planning for key accounts to optimize ROI.
- Jul 2024 – Dec 2024 **Business Development Manager Green Stem Products**, Kenya & East Africa
- Executed growth strategies and onboarded new clients.
 - Cultivated long-term distributor and stakeholder relationships.
 - Led market-aligned product development.
 - Identified untapped opportunities through market research.
 - Negotiated profitable regional contracts.
- Jun 2022 – May 2024 **Senior Operations Supervisor, Talabat (RND)**, Qatar
- Boosted operational efficiency by 35% via streamlined processes.
 - Improved service delivery and order fulfillment systems.
 - Led initiatives to strengthen sales operations.
 - Created SOPs to standardize operations.
 - Oversaw supply chain logistics for timely, cost-effective delivery.
- 2018 – Jun 2019 **Key Account Sales Manager Hasbah Kenya Ltd**, Mombasa, Kenya
- Managed key accounts including hypermarkets and supermarkets
 - Drove growth through Joint Business Partnerships.
 - Executed impactful sales initiatives.
 - Analyzed competitor pricing for strategic positioning.
 - Improved customer retention through feedback systems.

EDUCATION

2017 – 2020

Bachelor of Commerce (Marketing Management)
University, Nairobi Kenya

2010 – 2012

Diploma in Sales & Marketing
Mombasa Polytechnic University College

2008 - 2010

Certificate in Shipping & Maritime Management
Maritime and Management Institute of East Africa,
Mombasa, Kenya

REFEREES

Made Upon Request

June 2017 - **May 2018 Regional Sales Supervisor Highlands Mineral Water Co.**, Mombasa,

- Achieved volume and revenue targets through team leadership.
- Expanded retail penetration via distributor relations.
- Launched incentive programs yielding a 10% sales boost. Monitored inventory for demand aligned availability

KEY ACHIEVEMENTS

- Increased regional sales by 60% through strategic and operational improvements.
- Expanded distribution by onboarding high-value key accounts
- Led sales teams to consistently exceed revenue targets.
- Improved efficiency by 35%, reducing operational costs