

## EDWIN GITONGA MUNENE

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**Nationality:** Kenyan

**Gender:** Male

**Languages:** Expert English and Swahili

**Visa Status:** Visit Visa

**Availability:** Immediately



### CAREER PROFILE SUMMARY

A highly experienced and strategic business development, commercial and operations expert with a successful sales record. I have enjoyed having the freedom to take charge of all aspects of a business operation, in addition to being a standards-driven leader who can hit the ground running. Throughout my experience, I have excelled at continuously improving procedures and outcomes by constantly evaluating the work being undertaken and looking for ways to make things more efficient. I bring on board skill-set and experience in; Start Ups Set Up, Operations management E-Commerce, social media and marketing, Retail and project management, strategic planning, sales, budgeting and financial planning, purchasing and supply chain, work-flow planning and performance evaluations. My working experience presents me as an all-rounded individual. I am now seeking a position keen on efficient service delivery and motivation of personnel to ensure the smooth running of company operations as I effect change and challenge existing systems to ensure company profitability.

### EDUCATION BACKGROUND

- **Bachelor of Commerce, Procurement and Supply Chain-** University of Nairobi; April 2010 to December 2013.
- **Kenya Certificate of Secondary Education-** Maasai Academy; January 2005 to November 2009

### PROFESSIONAL COURSES

- CIPS (UK): Level 4 holder which is equivalent to a Diploma in Procurement and Supply Chain Management.

### KEY SKILLS AND COMPETENCIES ACQUIRED

- **Operations Management:** Experienced in improving operational system processes and best practices within the company to guarantee the company's well-being and ensuring the smooth running.
- **Strategic Management:** Adept with the systematic process of creating plans to be executed whilst mobilizing resources to achieve the desired organizational objectives and revenue goals.
- **Business Development:** Competent in pursuing strategic opportunities for a business or organization, by cultivating partnerships and commercial relationships and identifying new markets for its products or service.
- **Sales Management:** Experienced in developing area sales plan, which includes sales goals for the team, accomplishing set area sales targets, preparing & executing annual sales forecasts in line with company growth strategy.

- **Customer Relationship:** Proficient in CRM systems, including Zoho and Odoo, with expertise in configuring, customizing, and optimizing workflows
- **Marketing skills:** Excellent marketing experience with expertise in conducting the company's environmental analysis and developing business plans to meet objectives and researching market trends and competitor's activities.
- **Retail Management:** Skilled with overseeing the distribution and selling of products directly to consumers.
- **Supply Planning/Inventory Management:** Effective in ensuring timely sourcing and delivery of goods from suppliers, preparing detailed quotations and LPOs and making sure that the tendering process is accurate and efficient.
- **Financial Management:** Experienced in; handling budget controls, ensuring the financial reports are accurate, analysis of financial statements and streamlining the financial processes and operations.
- **Leadership skills:** Greatly exploited leadership skills with the ability to provide leadership and strategic direction to the organization, guiding it to achieve its strategies, ensuring that the staff is motivated towards effective service delivery and achieving the organization's objective.
- **Communication skills:** Excellent at verbally communicating effectively with people inside and outside the organization and maintaining good and professional working relations.
- **ICT Competencies:** Proficient in navigating Word, Excel, Outlook, Microsoft PowerPoint, and Microsoft Excel.

## WORK HISTORY

### Co-Founder and Head of Commercial Neshtron Limited

**October 2019 to March 2024**

*Importers, Distributors and Retailers of Electronics (Phones, TVs, Sound Systems, Computers, Appliances)*

#### Duties and Responsibilities

- **Achieved 30% annual sales growth** by developing and executing targeted B2B and B2C sales strategies, while managing key corporate accounts and long-term client relationships.
- **Implemented and optimized CRM systems** (e.g., Zoho, Odoo) to enhance customer engagement, streamline sales processes, and identify upselling opportunities.
- **Led and developed a high-performing sales team**, focusing on recruitment, training, and performance management to consistently exceed sales targets.
- **Managed and optimized seller centers** on third-party e-commerce platforms (e.g., Jumia, Kilimall, Skygarden), driving revenue growth through effective product listing, pricing strategies, and campaigns.
- **Spearheaded strategic partnerships** and business development initiatives, expanding the distribution network and securing high-value contracts

### Head of E-Commerce, Digital, and Marketing

**Salute Holding Group | October 2017 - September 2019**

Salute Holding Group is a leading distributor of globally recognized brands, including Apple, Samsonite, Adidas, Nike, Citizen, and more, with over 30 retail stores across Kenya.

#### Key Achievements & Responsibilities:

- **Department Establishment:** Spearheaded the creation of the company's marketing and e-commerce department, successfully launching the corporate website and social media channels, driving brand presence in the digital landscape.
- **Team Leadership:** Managed a 3-member marketing team, overseeing a \$20,000 annual budget dedicated to print and digital collateral, branding initiatives, digital campaigns, strategic partnerships, and paid media.

- **Sales Growth:** Achieved consistent 20% month-over-month sales growth by developing and executing innovative merchandising and marketing strategies tailored to both online and offline channels.
- **Strategic Partnerships:** Led critical projects and partnerships, including the successful launches of flagship products and stores such as the iPhone X, House of Samsonite, Apple stores, Sensation watch store, and Sportsplanet Westgate store.
- **Media Planning & Buying:** Directed media planning and buying across multiple platforms including TV, radio, newspaper, and out-of-home (OOH) advertising, ensuring optimal visibility and engagement.
- **E-Commerce Strategy:** Developed and executed the online sales strategy, effectively positioning the company's products on major e-commerce platforms like Jumia and Masoko, expanding the company's digital footprint and revenue streams

#### **Business Development Manager**

**Sportsplanet (Subsidiary of Salute Holdings)-** Distributor of sports brands like Nike, Adidas, Puma, Spalding, Bestway, Gilbert among others with 3 stores in Nairobi, Kenya

##### **Duties and Responsibilities**

- **Managed sales projections of \$1-2M**, consistently meeting targets and driving a 20% increase in sales through strategic marketing and sales plans.
- **Spearheaded** the successful relaunch of the Westgate store, overseeing store layout, lease negotiations, licensing, staff recruitment and training, and media launch.
- **Created and led a new sales division**, shifting from B2C to B2B, and secured an average of 2 new corporate clients per month.
- **Oversaw an annual purchasing budget of \$200,000**, managing local and international procurement and reducing stock-outs by 80%.
- **Established and developed the marketing and e-commerce department**, contributing to \$1.5M in annual sales.

#### **Section Manager – Electronics and Home Delivery Coordinator**

**Carrefour Hypermarket Kenya- June 2015 to September 2017**

##### **Duties and Responsibilities**

- **Onboarded over 50 suppliers**, successfully negotiating contracts and achieving 120% of target in listing and marketing fees, contributing to annual sales of \$3M.
- **Played a key role** in the successful launches of Karen Hub and Two Rivers stores.
- **Established and led the after-sales department**, ensuring timely and efficient product delivery.
- **Recruited, trained, and managed** a team of 25 employees and 30+ merchandisers, and conducted monthly performance evaluations to enhance staff retention and career progression.
- **Oversaw warehouse operations**, including inventory management, logistics, and supply chain coordination

### **OTHER PAST EXPERIENCES**

- **Vendor Manager – TV, Audio, Camera and Games;**  
Jumia Kenya, November 2014 – May 2015
  - Achieved consistent category sales growth of 15% month-over-month and contributed 12% to profit.
- **Vendor Acquisition, June to October 2014-**  
Jumia Kenya, June 2014 - Oct 2015
  - Grew the Marketplace from 0.4% of the company's monthly revenue to 17% of revenue and 30% of profit contribution.
- **Marketing and Corporate Relations Assistant;**  
United Bank for Africa (UBA Bank), January to May 2014
  - Helped the launch of Akiba Mkononi, a mobile savings account.

## TRAINING

- Marketing Tools: Digital Marketing
- Shopify Essentials: Comprehensive training on Shopify platform
- Six Sigma Foundations: Process improvement methodologies
- SEO: Ecommerce Strategies: Search engine optimization for e-commerce
- Selling Software as a Service (SaaS): Strategies for SaaS sales
- Africa Management Institute: Cohort 9

## SEMINARS/CONFERENCES ATTENDED

- Ecommerce Kenya Conferences
- Annual social media week Nairobi.
- Africa International Business Management Conference (AIBUMA).
- UoN Aspire Leadership Forum.
- Annual Procurement and Supply Chain Conference.
- Kenya Innovation Week

## MEMBERSHIP

- Business Network International (BNI)

## REFEREES

### **Stephen Lumumba,**

Founder,

Neshtron Ltd,

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### **Martin Githaiga,**

Human Resource Manager,

Jumia Kenya (Currently Head of People at Turaco)

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### **Ian Muthuri,**

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