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|  | Franklin Lawong WirngoSales Manager |  |
| Contact17th street near Pond Park, Al Nahda 2, Dubai, United Arab Emirates, 055 828 1621lawongfrank@yahoo.com | ObjectiveResults-driven Sales Manager with a proven track record in driving revenue growth. Achieved a 500% increase in B2B sales at Freshfoods and 60% growth in B2C sales for restaurants. Expert in strategic sales, operations, and supply chain management. |
| EducationISARA Lyon, France and University of Kassel, GermanyMSc in Sustainable Food SystemsKey SkillsSales ManagementBusiness DevelopmentStrategic Market AnalysisClient Relationship ManagementContract NegotiationOperational EfficiencyCustomer Relationship ManagementInternational ExpansionMicrosoft Office**Languages**  French English | Work ExperienceMay 2022 – November 2023Regional Manager | SASU Food Concept, Lyon, France* Elevated revenue by 45% through strategic implementation of marketing and sales initiatives, utilizing channels such as social media, face-to-face upselling, promotional banners, and Google reviews.
* Spearheaded procurement efforts, negotiating with suppliers to achieve a 25% cost reduction, enhancing operational efficiency, and fostering positive supplier relationships.
* Optimized overall operations by overseeing sales, procurement, and general operations for 5 fast-food restaurants, implementing innovative food production systems resulting in a 65% increase in customer satisfaction.
* Established employee-centric systems aligned with HACCP standards, ensuring streamlined task execution, and contributing to a proactive and compliant work environment.

September 2016 – SEPTEMBER 2019Head of Sales and Operations | Freshfoods, Douala, Cameroon* Led a remarkable 500% surge in B2B sales, exceeding targets and driving substantial revenue growth.
* Expanded the local customer base from 10 to 50 grocery stores through effective market penetration strategies, identifying and cultivating key B2B opportunities.
* Managed a thriving international B2B customer base of 120 grocery stores, playing a pivotal role in the 500% revenue increase.
* Orchestrated customer relationship management for 170 clients, ensuring high satisfaction levels and fostering loyalty.
* Successfully negotiated contracts with 300 local farmers, resulting in the annual purchase of 15,000 tonnes, securing a stable and cost-effective supply chain. Implemented operational efficiency measures, achieving an impressive 85% increase in supply chain efficiency, optimizing processes for enhanced productivity.
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