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|  | Franklin Lawong Wirngo  Sales Manager | |  |
| Contact 17th street near Pond Park, Al Nahda 2, Dubai, United Arab Emirates, 055 828 1621  [lawongfrank@yahoo.com](mailto:lawongfrank@yahoo.com) | | Objective Results-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. | |
| Education ISARA Lyon, France and University of Kassel, Germany  MSc in Sustainable Food Systems Key Skills Sales Management  Business Development  Strategic Market Analysis  Client Relationship Management  Contract Negotiation  Operational Efficiency  Customer Relationship Management  International Expansion  Microsoft Office  **Languages**  French  English | | Work ExperienceMay 2022 – November 2023 Regional 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 2019 Head 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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