

ISMAIL MESAYA SIMANGA

HEAD OF SALES | BUSINESS ANALYST

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📍 Dar Es Salaam, Tanzania

Profile

High profile business analyst and sales guru successful at leveraging career experience to enhance organizational productivity and efficiency by effectively directing and supporting operations, services and solutions, accomplished in increasing organizational productivity, reducing staff turn over and discovering cost saving solutions to operational problems. With proven ability to create highly profitable programs through marketing, training and partner relationships

Professional Experience

Head of Sales, *Milvik Tanzania Limited*

05/2022 – present | Dar Es Salaam, Tanzania

- In charge of sales planning, marketing, business development, distribution channels, recruitment, management and leadership of 370 staff members in Tanzania
- Direct day to day operational management of Tanzania Business
- Raised daily acquisition of customers from 8 polices to 14 policies, through building a strong sales culture among team members to meet budget targets and build leadership skills of staff to enhance productivity whilst providing coaching on sales techniques, build a strong sales management team and performance culture and mobilize the right incentives and motivational techniques.
- Developed and implemented win-back and customer retention project which later was adopted in all Bima Global market as a way to go for customer retention.
- These projects improved monthly; revenue growth from 80M to 900M, EBITDA from negative 100k USD to positive 10k USD, DSR by 25% and reduced non payment churn by 4%
- Ensuring overall efficiency and cost effectiveness of the departments in terms of product delivery, channel management processes and service level agreements
- Managing and developing New Corporate business (Group/Credit Life portfolios) to achieve Revenue (Gross Written Premium)
- Ensure business is compliant with various laws and regulations as per Milvik Bima manuals and provisions of Insurance Act
- Keeping abreast of market competition, industry practices and best practices to constantly improve the overall business performance.
- Develop and support new and current partnerships, MNO's, Under writers and other stakeholders engagements including identifying and building relationships with prospective partners

Sales Manager, *Milvik Tanzania Limited*

05/2018 – 05/2022 | Dar Es Salaam, Tanzania

- Promoted to Head of sales Tanzania due to consistent performance, strategy development and good interpersonal skills
- Increased market penetration and sales of Tshs 274 Million per month from 178 Million by leveraging team relationships, talent sourcing and personally over seeing negotiations with key partners i.e Vodacom Plc
- I have managed to improve sales performance from average productivity of 1.1 customer acquisition per day in February 2020 to average productivity of 3.6 in Dec 2021, with consistent growth month to month
- Increase LTV/PAC of the business from 0.1 to 2.4 USD in Dec 2021, LTV/PAC stands for Customer lifetime value per acquisition costs
- Business growth from 106 Sales Associates in Feb 2020 to 370 productive Sales Associate in Dec 2021
- Develop an annual sales plan for existing and future customers and ensure excellent client relationship are maintained by building openness and trust

- Act as a key focal point for communications with clients and other partners on issues requiring the influence of Country Sales Manager

Regional Sales Officer, M - Kopa Solar 01/2017 – 12/2017 | Tanzania

- Achieved regional sales objectives up to 133% of set targets through recommendations to strategic plans and reviews, resolving problems, identifying business trends, and effective field activations
- Coordinated and managed recruitment, objectives setting, coaching and performance monitoring of 10 Field Sales Managers and 84 sales agents.
- Designed sales presentation checklist to help sales officers in closing deals
- Generated Expansion plan from one point of sales to six and increased customer base
- Effectively utilized sales budget and maintain proper management and control of expenditures necessary to achieve target margin.
- Driving development and implementation of team purpose, principles and values in alignment with company policies
- Developed efficient and creative sales and marketing strategies for the assigned territory and target setting for the sales team
- Trained on the job sales team on topics including pitching, sales conversation, closing, and building of strong long lasting relationship with customers

District Manager, Off Grid Electric (ZOLA) 01/2016 – 08/2016

Senior Sales Officer, Off Grid Electric (ZOLA) 01/2015 – 12/2015

Education

Master of Business Administration - Corporate Management, 10/2022 – present | Tanzania
Mzumbe University

Bachelor of Commerce in Accounting, *University of Dar Es Salaam* 2009 – 2014 | Tanzania

Business Management and Customer Service, 01/2015 – 01/2016 | Tanzania
African Managers Association

Skills

Business Strategy and Development (Analytics)

Negotiation Skills (Communication, emotional intelligence, persuasion)

Effective communication (Writing, active listening, reporting skills)

Languages

English Language ◆ ◆ ◆ ◆ ◆
UK

Swahili Language ◆ ◆ ◆ ◆ ◆
Tanzania

Interests

Travelling and learning about new places, Making new friends, Watching movies, Reading articles

References

ELISHA ERNEST TENGENI, CCO, Viaservice LTD
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