**CURRICULUM VITAE**



**PERSONAL PROFILE**

NAME: Albert Kundaeli Max

SEX: Male

VISA STATUS: Resident/Employment

NATIONALITY: Tanzanian

BIRTH: 16th September, 1986

PLACE OF BIRTH: Dar es Salaam, Tanzania

EMAIL: maxmasoko@gmail.com

PHONE: 0765623580 or 0694360037

ADDRESS: P.O Box 11364, Dar es salaam

**EDUCATION QUALIFICATIONS**

Bachelor of Commerce (2008-2011)

University of Dar es salaam

Advanced certificate of secondary education Examination (2006-2008**)**

Majengo secondary school

Ordinary level (2002-2005)

Majengo secondary school

Primary school leaving certificate (1995-2001)

Harmony primary school (Kenya)

**POSITION DESIRED: OUTLET/AREA/TERRITORY/ZONAL SALES MANAGER**

**OVER TEN (10) YEARS OF EXPERIENCE IN FMCG, MICROFINANCE AND TV PAY INDUSTRY**

**PROFESIONAL EXPERIENCE**

**BONITE BOTTLERS LTD (COCACOLA)**

Position; Area sales Supervisor (Singida) **–** Jan 2012-Dec 2016

Responsibilities

* Managing a team of sales man and casuals in the assigned region
* Driving sales through Availability, Visibility and Activation
* Overseeing and involvement in daily sales activities
* Activate market by opening new outlets and up-date in masterlist
* Route to market execution
* Training and field coaching both salesmen, merchandizers
* Company assets management ( Distribution trucks ,Coolers, Table sets)
* Collecting information of sales, market analysis and preparing reports
* Check the day’s distribution plan making sure is proper (PJP)
* Ensure clients have enough stock and are selling at RRP

**PLATINUM CREDIT LTD**

Position; Zonal sales manager (Coastal zone) -Jan 2017- June 2020

Responsibilities

* Management of assigned branches
* Recruiting, training and supervising staffs
* Maintaining proper number of active sales agents in all branches
* Guiding branch managers in making effective sales plans and budgets
* Review and approve all sales plans and financial budget
* Managing client relationships (business leaders and government officials)
* Collection duties are carried out effectively and efficiently
* Follow up any non- performing loans
* Conducting monthly performance assessment for all branch managers
* Identify and sign up new markets/opportunities
* Taking corrective action where monthly performance is below 70%

**MULTICHOICE TANZANIA (DSTV)**

Position; Territory sales Manager (Tabora & Kigoma) -July 2020 – up-to date

Responsibilities

* Recruitment, ensuring maximum numbers of DSF’s are on ground
* Lead product sales in the region across all channels
* Setting individual sales target with the sales team
* Overseeing the activities and performance of sales team
* Developing sales team through motivation, counselling and product knowledge education
* Channels expansion both Direct and indirect channels
* Monitor stock movement
* Conduct regular meetings with channel partners
* Monitor and report competitor activities
* Maintain proper management and control of tools of trade
* Ensure proper system generated reports are received
* Ensure customer data privacy and protection

**ACHIEVMENTS**

* Team management led team of sales and marketing representatives who reached set targets in every quarter.
* Increase of market share against Pepsi cola in Singida market from 55% to 65%
* Excellent Right Execution daily (Availability, Visibility and activation) achievement when working with Coca -cola
* Promoted team members who showed significant performance e.g. From sales agent to team leader this motivated other team members to perform better
* Opening of new branches in potential areas which highly contributed towards achieving zonal targets
* Channels expansion managed to increase dealers and direct sales force in the assigned areas which contributed to incremental sales volume
* Proper stock management which enhanced availability of stock in all assigned POS

**REFEREES**

1. Mr. Mussa Mkumbwa

Regional sales Manager

Bonite Bottlers Ltd (COCACOLA)

Mobile No: +255(0)757730268

Email: musamkumbwa@bbl.co.tz

2. Mr. Augustine Mpolo

Sales Manager

Platinum credit Ltd

Mobile No: +255 (0) 677500049

Email:augustine@platinumcredit.co.tz

3. Mr. Antimo Mushi

Regional sales manager

Multichoice- Tanzania

Mobile No: +255 (0) 782500428

Email: Antimo.Mushi@multichoice.co.tz