

Allie Iddi

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Summary

A results-driven and goal-oriented senior manager with over 20 years of experience in progressive positions in various business sectors and multinational organisations. Well-experienced in leadership, with several years holding relationship management and advisory roles. Holds extensive experience in business development and sales; and in systemic and organisational problem-solving. Through creativity, critical thinking, and collaboration, can show a demonstrated ability to surpass set objectives. An effective communicator who has international experience, with a cosmopolitan approach to tasks at hand, enabling her to work in synergy with internal and external stakeholders. Has a history of orchestrating successful operational and strategic initiatives designed to increase revenue. A firm believer in good governance, quality control, and compliance in everything we do is essential in achieving efficiency and organisational excellence.

Work Experience

Jan 2022 - Present Head: Operations and Administration , BigWave Enterprises Limited

- Successfully developed and implemented procedures and activities, to streamline processes and increase functional efficiency of administrative operations.
- Implemented cost-saving measures such as office automation and better record-keeping.
- Managed the budget and financial operations of the department.
- Oversaw the planning, organisation, and execution of meetings (virtual and in-person).
- Developed and maintained key relationships with internal and external vendors and stakeholders to ensure efficient operations.
- Supervised the recruitment, training, and development of administrative staff.
- Developed policies and procedures to maintain an efficient operational and working environment and to reduce overhead costs.
- Ensured compliance with all relevant legal and regulatory standards.
- Identified and addressed potential operational issues, proactively implementing solutions.
- Coordinated with other departments and stakeholders to ensure effective operations.

Sep 2019 - Dec 2021 Business Development and Sales Manager , Pyramid Consumers Limited

- Developed and implemented successful sales strategies to increase revenue.
- Established and maintained strong relationships with key clients to ensure long-term business success.
- Leveraged data-driven insights to identify potential opportunities and drive growth.
- Negotiated and secured contracts with new clients.
- Researched and analysed market trends to inform strategic decisions.
- Successfully managed multiple projects and initiatives simultaneously.
- Monitored and reported on business performance metrics to inform decision-making.

Feb 2019 - Aug 2019 Acting General Manager, Pyramid Consumers Limited

- Created and implemented innovative strategies to reduce operational costs and improve operational efficiency.
- Established and maintained positive relationships with customers and vendors.
- Spearheaded process improvement initiatives that yielded significant cost savings.
- Managed multiple projects simultaneously and delivered them on time and on budget.
- Developed and implemented sales and marketing strategies that increased revenue.
- Successfully managed a team of 20 employees through a period of rapid growth.

- Jan 2016 - Present Founder and Creative Director , Khandee
- Founded and operated a successful small business for 7 years, providing services to over 100 customers globally.
 - Built a comprehensive online store from the ground up, resulting in a 50% increase in sales.
 - Developed a comprehensive marketing plan and implemented it to increase brand awareness and recognition.
 - Established a network of local suppliers for efficient sourcing of materials.
 - Outsourced production activities to successfully complete projects on time and under budget.
 - Developed and launched several successful product lines, increasing company revenue.
 - Developed a unique business model that allowed for rapid growth and expansion.
 - Utilised design, marketing, and communication skills to lead and develop creative projects that achieved success in the marketplace.
 - Developed innovative strategies to advance the brand and expand the reach of the organisation.
 - Created style guides and implemented creative standards to ensure consistency in branding and messaging.
 - Established relationships with vendors and other network partners to bring the most innovative solutions to projects.
- Jul 2012 - Apr 2015 Unit Head, Corporate Liabilities, KCB Bank Tanzania Limited
- Led a team of professional relationship managers to ensure smooth daily operations, and compliance with banking regulations and to provide a range of financial advice and services.
 - Developed and implemented risk-management strategies to reduce exposure to financial and compliance risks.
 - Experienced in utilising banking software to track customers' accounts and transactions.
 - Collaborated with senior management to ensure customer satisfaction and compliance with banking regulations.
 - Created and maintained relationships with customers to increase customer retention and satisfaction.
 - Conducted training sessions to ensure employees are up-to-date with banking regulations and customer service standards.
 - Proven success in managing complex financial transactions and assisting customers with their banking needs.
 - Prepared regular reports to track financial performance and identify areas for improvement.
 - Successfully managed a portfolio of TZS 1.6 billion in liabilities for a large financial services firm.
 - Identified opportunities in the financial markets, and developed and implemented strategies for clients to capitalise on.
 - Developed and maintained strong relationships with clients and investors to ensure satisfaction.
 - Maintained a thorough understanding of the global economy and the latest trends in the financial markets.
 - Monitored and evaluated investments to ensure that they achieved the desired results.
- Apr 2009 - Jul 2012 Relationship Manager: Institutional Banking. , NBC Bank Tanzania
- Developed and maintained successful relationships with key stakeholders and clients by providing superior customer service.
 - Directed client meetings to identify their financial goals and plans to assist in making informed financial decisions and investments.
 - Utilised CRM and other software to track client data and progress.
 - Developed and implemented strategies to grow and retain existing client relationships.
 - Coordinated with internal and external stakeholders to ensure client needs were met.
 - Resolved complex customer inquiries and complaints with efficiency and professionalism.
 - Prepared periodic client reviews to monitor progress and ensure satisfaction.
 - Educated clients on new products and services and provided ongoing support.
 - Negotiated and structured financial transactions for clients, leading to a positive rate of return.
 - Conducted extensive due diligence and market analysis to determine the best investments for clients.
 - Presented financial recommendations to the executive committee and senior management.
 - Drafted investment contracts and managed the paperwork associated with transactions.
- Jun 2007 - Apr 2009 Sales Manager, NBC Bank Tanzania
- Managed a sales team of up to 100, and achieved a success rate in meeting monthly sales goals.
 - Developed and implemented a comprehensive sales strategy, resulting in an increase in revenue.
 - Recruited, trained, and supervised a highly successful sales team to ensure compliance with company policies and procedures and consistency in meeting or exceeding sales targets.
 - Developed and monitored monthly sales performance reports.
 - Established daily sales quotas and monitored progress towards achieving them.
 - Maintained a high level of product knowledge to provide the sales team with accurate information.
 - Created and managed an incentive program to motivate the lead generators and increase sales performance.

Oct 2005 - Dec 2006 Corporate Sales Manager, MIC Tanzania Limited

- Successfully managed a team of 5 sales representatives responsible for driving corporate sales and achieving monthly quotas.
- Developed and implemented effective sales strategies to increase customer acquisition and retention.
- Spearheaded a corporate sales initiative that resulted in a 20% growth in sales over a six-month period.
- Cultivated relationships with key stakeholders to increase brand awareness and loyalty.
- Coordinated with marketing, operations and product teams to ensure smooth product launches and successful campaigns.
- Utilised data and analytics to identify new sales opportunities to target high-value customers and maintain accurate sales forecasts which ensured budget optimisation and profitability.
- Presented sales plans, strategies, and results to senior management on a regular basis.
- Maintained a thorough understanding of competitors' products, services, and pricing to ensure competitive pricing.
- Created and managed incentive programs to motivate sales representatives and increase sales performance.

Jun 2000 - Apr 2004 Customer Advisor (Prestige Banking), Barclays Bank Tanzania

- Developed strong customer relationships with clients and provided a high level of customer service and ongoing support.
- Successfully opened and managed new accounts for customers.
- Handled customer complaints and inquiries in a timely, professional, and organised manner.
- Performed a variety of banking transactions such as deposits, withdrawals, transfers, and loan payments
- Collaborated with team members to ensure customers were satisfied with their experience.
- Managed a portfolio of high-net-worth clients with over TZS 2 billion in deposits
- Developed effective communication strategies to ensure clients are kept informed about their accounts.
- Collaborated with internal teams to ensure all legal, compliance, and risk considerations were met.
- Supported the implementation of new services and products.
- Developed a strong understanding of banking products, policies, and procedures, and, gained experience in customer service, sales, and banking operations while working as a Prestige Banker.
- Identified customer needs and offered appropriate solutions.
- Educated customers on bank products, services, and policies.
- Ensured compliance with bank regulations and internal policies.
- Exceeded individual and team goals.

Education

Sep 1994 - Jun 1998 BSc (Hons) Development Economics, School of Oriental and African Studies, University of London

Sep 2004 - Jul 2005 Postgraduate Certificate - Management Development Programme, UNISA, Graduate School of Business Leadership

Aug 1992 - Jun 1994 International Baccalaureate Diploma, International School of Tanganyika

Skills

Sales	Experienced	Business Development	Experienced
Relationship Management	Experienced	Effective Communicator	Expert
Teamwork	Expert	Attention to detail	Expert
Problem-solving	Experienced	Work ethic	Expert
Interpersonal skills	Expert	Time management	Experienced
Leadership	Experienced	Adaptability	Expert
Creativity	Experienced	Organization	Experienced
Strategic Planning	Experienced		

Languages

Swahili	Native Speaker	English	Fluent
French	Basic		

Hobbies

Swimming, reading, travelling

References

References available upon request