

Innocent Usangira

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A Strategist & Business Management Executive bringing comprehensive experience in working directly with the executive leadership in various areas ranging from commercial strategy to Operations, Products, marketing, Sales, and Customer Experience verticals with over 18 years (of work) in Sub Saharan Africa in various sectors namely Telco, Digital & Mobile Financial services, and FMCG. Very conversant with boardroom discussions. Widely experienced in operating in very dynamic (and challenging) business environments, economic crises, intense competition, and multicultural environments.

Skills

Stakeholder Management | Sales Operations & Administration | Product Route to Market | Leadership | Planning & Budgeting | Profit & Loss Management | Project Management | Consumer Insights & Customer Experience | Strategy development & Execution | Mobile Payments & Digital Services & Transformation | Business Management | Product Development & Product Life Cycle | Sales & Distribution | Analytical Skills | Digital Business and Commercialization | Operation efficiency & Process Management | Monitoring & Evaluation | FMCG | Financial Services | Overall Marketing | Strategic Decision Making | Executive Reporting

Experience

2018 - PRESENT

Senior Manager – Strategy, Consumer Value Management & Planning | Vodacom Tanzania Plc | Tanzania

Covering a pivotal role in advancing the consumer market strategy, value management by implementing transformative changes which propels the company into continuous growth (in both revenue and customers).

JULY 2017 – MAY 2018

Manager – Mobile Money Services | Vodacom MZ | Maputo, Mozambique

Transformed Product-centered Marketing departments into Customer Insights and Research/factual-driven marketing centers. Successful reshape of Financial Services in Vodacom Mozambique through the strategic expansion of the Mobile Financial Services and developed capable team in business tracking and reporting turning into profit minded focus with powerful growth and critique driven thinking to the business.

JULY 2012 – JUNE 2017

Manager – Business Analytics & Marketing Planning | Vodacom Tanzania Plc | Dar Es Salaam, Tanzania

Responsible for developing, delivering and facilitating Revenue Planning, forecasting & budgeting in line with the business objectives. This also includes, site management, market intelligence, research management, site evaluations and meeting reporting requirements from the bucket owners/and external stakeholders.

Key roles included:

- Ensuring effective Revenue Planning Process through ensuring availability of revenue inputs required for revenue planning within the required timeline, ensuring all deadlines set for the revenue planning activities/forecast inputs are happening per schedule and overall coordination of the revenue planning management process.
- Manage and co-ordinates the preparation of marketing plans/products for the company, ensuring that they comply with marketing strategy and timelines.
- Set up trackers & KPIs for each revenue bucket / Initiatives - Proactively depict/predict on the Reporting requirements and tracking templates for data collection and trends and ensuring the data is accurate.
- Market Intelligence and Research - Direct and manage market research activities that involves analyzing data, integrating customer feedback with business processes, and creating business insights to support strategic planning, marketing, new product development, service improvements, performance tracking and other OPCO priorities.
- Ensure the provision of analysis and data on Geo-Marketing: Conducts research/survey to identify underserved but high potential locations within the operation and prepare business cases to support investment proposals for Network Base Stations, Shops, Products, new areas of coverage etc.

JAN 2011 – JUNE 2012

Research & Market Development Officer | Dar Es Salaam Stock Exchange | Dar Es Salaam, Tanzania

Responsible for all potential initiatives, plannings, projects and programs design which will enable growth and penetration of capital markets awareness to the public.

Key roles:

- Owning and Coordinating Public Education Process (budget, execution & Reporting)
- Coordination of all Publications done by the Exchange.
- Arrangement and Coordination of Market Research, strategic advisory & New Product Development
- Initiation of marketing objectives, policies, procedures, and programs.
- Monitoring and Evaluation of Implementation of DSE Corporate Plan
- Business Promotion Activities

JUNE 2009 – DEC 2010

Country Trade Marketing Manager | Coca Cola Sabco | Dar Es Salaam, Tanzania

Key roles:

- Lead Trade Marketing Strategy development to attain defined business objectives throughout product categories focusing on Tanzanian beverage market.
- Head responsibility to develop, execute and performance of programs created to enhance brand presence and grow market share.
- Establish channel strategies along with execution of associated plans.
- Prepare trade promotional plan in designated channels with crucial customers.

- Coordinate media placements, public relation programs, host events, food shows ad participate in all community events.
- Provide marketing assistance to sales team through answering clients and product inquiries.
- Ensure to travel as required to participate in relevant food shows exhibition.
- Lead retail channel's trade marketing strategy development to accomplish defined business objectives throughout product categories.
- Head responsibility to manage and monitor Trade Marketing Investments as well as initiate execution.
- Prepare trade promotion plans with main customers.
- Coordinate communication of price, product, and pack changes.
- Develop, supervise and improve procedures to link entire marketing activities with sales team activities.
- Coordination of activities associated to organization participation at tradeshowes or events.

MAY 2007 – JUNE 2009

Regional Sales Manager | Coca Cola Sabco | Dar Es Salaam, Tanzania

Key roles:

- End to end Sales Team Coordination for Dar South & Zanzibar
- Project Leadership
- Connectors and New Product Roll outs.

JUNE 2006 – APRIL 2007

Country Demand & Market Intimacy Manager | Coca Cola Sabco | Dar Es Salaam, Tanzania

Key Roles

- Own and Coordinate Sales budgets and forecasting cycles, consolidating inputs and presentation to the Country Leadership Team for approval.
- Plan and own all product stock movement.
- Sales Strategist, Research and Market development leader.
- Supporting Sales and Marketing in the preparation of product pricing proposals and cost validation
- Business Analysis, Performance review, and Statistical analysis affecting financial performance.
- Continuous reviews and enhancement of planning processes and systems
- Merges marketing Intel, channel development and management inputs into demand and sales plans.
- Responds to requests for information from different business units within the Coca-Cola.
- Marketing follow-ups and supply chain to improve demand and sales plans and integrate plans into sales and operational plans.
- Review the Direct Market Expenditures (DME) from annual planning/ expenses perspective and advise management.

Education

- Bachelor of Science | Informatics, Statistics & Economics | University of Dar Es Salaam | Tanzania | November 2003
- Master of Science | Finance | University of Strathclyde | Scotland | October 2007
- Postgraduate Diploma | Digital Management | University of Witwatersrand | South Africa | July 2021

Activities

Renewable energy • Coaching • Yoga • Football •