

CURRICULUM VITAE

PERSONAL DATA	
NAME	EDWIN OWONA
PHONE NUMBER	0789931893 / 0754322596 /078222191
EMAIL	owonaed@gmail.com
NATIONALITY	Ugandan
DEGREE AWARD	Second Class Honors-Upper Division, Bachelor of Science Information Technology , Uganda Martyrs University.
CERTIFICATIONS	• Selling Smarter, • Proficiency in Ms Excel -Aptech Computer School

CAREER SUMMERY

- I am an accomplished sales, trade marketing and distribution professional with more than 8 years experience and a proven track record of developing, maintaining and growing new businesses, reaching sales plus revenue objectives and creating a growing customer base.
- I was recognized with the B.A.T Silver Spear award in 2017 and numerous awards of excellence as best sale's person in Iway Africa (u) Limited and Smile Communications (u) Limited.

CAREER OBJECTIVE

- To secure a Position where my Sales, Marketing, Distribution, Business acumen and leadership skills will be fully utilized to achieve the company's Sale's objectives, Revenue Collection targets and to expand on the Customer base in a dynamic environment so as to stay ahead of the competition.

KEY COMPETENCIES

- Strong Leadership Capabilities.
- Key account and customer relationship management.
- Distributor, Wholesale and Retail Management.
- Revenue Target Achievement.
- Competitive Market Intelligence.
- Contract Negotiations.
- Strong Planning and strategic Decision making Skills.
- Ability to adapt to Complex and Dynamic Environments.

WORK EXPERIENCE

1. Territory Business Manager (Retail) –Oryx Oil (U)

Ltd, August 2019 - October 2020.

- I periodically achieved 100% BU (Business Unit) targets sales targets measured on both volume and gross margins through constant formulation and review of strategic marketing plans geared towards achieving the same.
- I constantly evaluated and reported the retail network's operating profits and losses together with monthly portfolio performance reports which guided on decisions that i implemented that led to a successful retail optimization.
- Through constant hiring, training and up skilling of the human resource at the retail stations I managed to ensure superior customer experience is given across the retail network and achieved a 95% score in the periodic service surveys.
- I reviewed, analyzed and put financial controls in place to ensure constant visibility of finances on the COCO stations in real time, introduced and implement safe and proper cash handling procedures at the stations and regularly carried out financial audits and spot checks across the retail network.
- To achieve retail business growth, I prospected and recommended potential dealers, sites and non fuel partnerships to the head of B2C for action
- I successfully developed, implemented, trained and rolled out the retail business file and POS system, retail database across the retail network stations and also prepared Monthly product loss & gains for each station and recommended action plans to contain the losses.
- I constantly liased with finance to reconcile station product A/c statements, Loan and saving A/c's, fully reconcile all invoices accrued and also regularly reviewed dealer credit limits and working capital requirements(WCR) to ensure they are well capitalized at all times.
- As the HSSEQ ambassador to the retail network, i implemented the group and country HSSEQ strategy and ensured full compliance and adherence by dealers and their station to ensure zero HSSEQ accidents, product adulteration and swift response and escalation from the station to myself in case of any incidences.

2. Wholesale Manager-Abc Impex Africa Ltd.

April 2018 – July 2019.

- I trained and up skilled the sales team.
- I developed and implemented growth strategies to ensure the targets on both revenue collections and sales where met

3. Trade Marketing Representative - British American Tobacco Uganda. July 2016 – March 2018.

- I was recognized with the BAT Silver Spear Recognition in 2017.
- Successfully introduced and put in place the DSD balancing system for the distributor to improve on the ROI and maximize their profitability.
- Improved on the Sale's Representative distribution efficiency and effectiveness to current 90% though constant supervision and monitoring of the dynamic market trends.
- Excelled in New Outlet listing to boost brand availability and increase sales in the assigned Region.
- Leveraged on the Distributor's X category of distribution foot print to penetrate to Non Direct Sales route
- Executed and ensured the TM&D marketing objectives are met in terms of availability, Visibility, Volume, Margin, Quality and consumer price of products in

- my Territory. Negotiated for different Wholesale and Retail touch-points (i.e Positioning, Visibility & Investment)
- Continuously monitored the different brand Performance in the various outlet channels (Bat's and Competitor's)
- Continuously ensured my teams achieved their DR incentives by meeting the set targets in terms of revenue and volume.

4. Account Manager - Corporate Sales, Iway Africa (u) Ltd. October 2015- June 2016.

- I was recognized and awarded as Best sale's person.
- Met and exceeded Sales and Company Revenue Objectives.
- Planned and executed Sales and Business Development initiatives.
- Strongly negotiated, gained and maintained sales.
- Created and maintained a very healthy and sustainable Sales Pipe

5. Account Manager- Sales, Smile communication (u) Ltd. February 2014 – September 2015.

- I was recognized and awarded as Best Sale's Person.
- Achieved and exceeded monthly sales Targets.
- Managed and maintained the Assigned Sales
- Established and maintained ongoing relationships with new and existing clients.
- Created and maintained an up-to-date, accurate customer
- accounts and status information into the company's database system

6. Sales Agent, Power met (u)

Ltd. May 2012 – January 2014,

- I regularly achieved the set sales and service targets.
- Reported in real time from the field back to the product management team to convey the given customer requirements.
- Responsible for product presentation to customers at all activation events such as Conferences, Seminars and Trade Shows.
- Excelled at carrying out precise Power Audits and Site Survey Services to tailor the Product to the Given Customer hence saving them unnecessary

EDUCATION

- Uganda Martyrs University, B.Sc. Information Technology, 2010.
- Namilyango College, U.A.C.E, 2005.
- Makerere College School, U.C.E, 2003.
- Lohana Academy, P.L.E.

REFREES

1. **Arthur Bagenze**, Head of Retail,
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2. **Mr. Apedel Kenneth**,
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British American Tobacco,
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