OLUWAKAYODE DADA

Business Development Manager

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CAREER OBJECTIVE

Detail-oriented professional with over 18 years of experience across sales management, merchandising, warehouse operations, and business development in Nigeria and Côte d'Ivoire. Proven track record in achieving sales targets, managing teams, and enhancing product visibility for leading consumer goods companies including GlaxoSmithKline, May and Baker, and Fizz Food and Beverages.

PERSONAL DETAILS

Date of birth: 24th April 1980
State of origin: Ekiti

WORK EXPERIENCE

Business Development Manager

Afripoint Group company · Ikeja, Lagos · 2025 – Present

- Kept sales moving and brought in new customers.

Area Sales Manager

Fizz Food and Beverages · Ikorodu, Lagos · 2019 – 2021

- Developed key distributors and maintained strong business relationships.
- Ensured achievement of both primary and secondary sales targets.

Van Sales Representative

Sood & Jins Company Limited (GlaxoSmithKline Consumer Nigeria PLC) · Ikorodu, Lagos · 2011 – 2021

- Achieved partner-set sales targets in volume and value consistently.
- Built and maintained strong retailer and merchandising relationships.
- Drove secondary sales through direct selling and new outlet recruitment.
- Ensured product availability and visibility via order booking in Ikorodu.
- Reported competitor activities, product complaints, and customer feedback.
- Submitted accurate daily call books and other requested reports.
- Introduced new products to existing and new retail outlets.
- Identified potential wholesalers and adjusted sales presentations by outlet type.

Warehouse Manager

Sood & Jins Company Limited (GlaxoSmithKline Consumer Nigeria PLC) · Ikorodu, Lagos · 2015 – 2018

- Maintained product and promotional item integrity using FIFO principles.
- Ensured all products were properly arranged within the warehouse.

Sales Supervisor

Sood & Jins Company Limited (GlaxoSmithKline Consumer Nigeria PLC) · Ikorodu, Lagos · 2012 – 2015

- Ensured representatives and merchandisers achieved secondary sales targets.

Merchandizer

Sood & Jins Company Limited (GlaxoSmithKline Consumer Nigeria PLC) · Ketu, Mile 12, and Ikorodu, Lagos · 2009 – 2011

- Achieved set volume and value targets for GSK Consumer Products.
- Ensured product availability and visibility through pre-selling.
- Submitted daily call reports, weekly work plans, and monthly achievements.
- Maximized sales in existing outlets and recruited new ones.
- Monitored and reported competitor pricing, promotions, and new launches.

Personal Assistant

Bode Ayun Investment · Ivory Coast · 2006 – 2008

- Provided administrative support including preparation and record keeping.
- Assisted the Managing Director in achieving strategic objectives.
- Created a customer-friendly office environment.
- Developed and implemented staff working procedures and standards.
- Ensured statutory company requirements were met.
- Managed client communications, diaries, meetings, and appointments.
- Supervised staff performance in line with company policies.

Box Section Officer

Nigeria Postal Services · Mushin post office Lagos · 2002 – 2005

- Sorted and arranged letters and parcels into private registered boxes.
- Ensured accuracy and safety of items for owner pickup.

Post Men Section Officer

Nigeria Postal Services · Mushin Lagos · 1999 – 2002

- Delivered mail to homes and businesses across assigned routes.
- Redirected wrongly addressed mail to correct recipients.
- Sorted parcels and letters for various delivery routes.

EDUCATION

HND Business Administration

Lagos State Polytechnic · 2003 – 2005

ND Banking & Finance

Lagos State Polytechnic · 2000 – 2002

Senior Secondary Certificate Examination

New State High School, Mushin, Lagos State · 1993 – 1999

SKILLS

Marketing Communications · Advertising · Public Relations · Customer Service · Sales Management · Warehouse Management · Microsoft Office Suite · Analytical Skills · Negotiating Skills · Interpersonal Skills · Communication Skills · Team Building

CERTIFICATIONS

- Sales Presentation (2009 – 2010)
- Opening of Sales (2010 – 2011)
- Customer Communication Skills (2011 – 2012)
- Market Activation (2012 – 2013)

- Daily Call Book (2013 – 2014)
- Competitive Information (2014 – 2015)
- Warehouse Management (2015 – 2016)