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ABDULKADIR SHEDRACK YAHAYA

EDUCATION

- **Master of Business Administration (MBA) – Marketing**
  National Open University of Nigeria (In View)
- **Bachelor of Science in Economics Education**
  Imo State University, Imo State, 2012
- **National Diploma in Accountancy**
  Federal Polytechnic Offa, Kwara State, 2006

PROFESSIONAL QUALIFICATIONS

- Certified Operations Manager (COM) – American Institute of Oil & Gas, USA (2024)
- Professional Diploma in Operations Management – Blessed Cosmopolitan College, UK (2023)
- Chartered Project Manager – Global Institute of Project Management (AGIPM) (2022)
- Food Safety Training Certificate – ISO/TS 22002-1:2005 (2022)
- HACCP Training Certificate (2022)
- Student Member, Institute of Chartered Accountants of Nigeria (ICAN) (2017)

SKILLS

Hard Skills

- Business Development Strategy
- Operations & Project Management
- FMCG Sales & Distribution Management
- Financial Analysis & Budgeting
- Market Research & Competitive Analysis
- Supply Chain & Logistics Management
- Risk Management & Compliance

PROFESSIONAL SUMMARY

A results-driven Business Development, Operations, and Project Management professional with over 17 years of progressive experience across FMCG, financial services, telecommunications, and retail sectors. Proven expertise in driving revenue growth, optimizing operations, leading cross-functional teams, and executing strategic initiatives across multiple regions in Nigeria. Strong background in business expansion, sales leadership, distribution management, stakeholder engagement, and project execution, with a demonstrated ability to deliver projects on time, within scope, and under budget.

PROFESSIONAL EXPERIENCE

Chief Operations Officer (COO)
Stratom Concept Limited – Lagos & Port Harcourt
Retail (FMCG), Pharmacy & Wellcare
2025 – Present

- Provide strategic leadership across multiple subsidiaries, overseeing daily operations in Lagos and Port Harcourt.
- Develop and implement operational policies to standardize processes across FMCG, pharmacy, and retail units.
- Drive revenue growth through expansion strategies, market penetration, and improved operational efficiency.
- Monitor financial performance, control operational costs, and ensure optimal resource allocation.
- Strengthen vendor, distributor, and stakeholder relationships to support business sustainability and growth.

Regional Head / Business Operations Manager
CrowdAfrik Nigeria – North Central Region
March 2024 – 2025

- Recruit, train, motivate, and supervise sales representatives to meet and exceed regional performance targets.
- Analyze market trends, customer data, and competitor activities to identify growth opportunities.
- Develop and execute regional sales and operational strategies aligned with corporate objectives.
- Build and maintain strong relationships with key accounts, partners, and strategic customers.
- Collaborate with marketing and customer service teams to improve brand visibility and customer satisfaction.

Head, Business Development Manager
OnePro Global – FCT Abuja
January 2023 – March 2024

- Identified and pursued new business opportunities to drive company growth and market expansion.
- Established strong relationships with prospective and existing clients, increasing investment inflows.

Soft Skills

- Leadership & Team Management
- Strategic Thinking
- Problem-Solving
- Excellent Communication
- Analytical Thinking
- Adaptability & Innovation
- Time Management
- Stakeholder Engagement

LANGUAGES

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- English (Fluent)
- Hausa (Native)
- Yoruba (Native)
- Edo (Native)

REFERENCE

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Available on Request

- Planned and executed innovative marketing initiatives to improve brand positioning and client engagement.
- Generated and qualified leads, converting prospects into long-term clients.
- Conducted market research to identify customer needs and emerging industry trends.

Regional Trade Development Manager

7UP Bottling Company Plc – Kano

October 2015 – December 2022

- Managed regional trade development activities, driving sales growth and market share expansion.
- Coordinated statewide distribution and sales operations for beverage products.
- Built and maintained strong relationships with distributors, wholesalers, and key accounts.
- Identified consumer trends and aligned regional strategies with corporate marketing objectives.
- Recruited, trained, and managed sales and distribution personnel to improve productivity.

Sales & Business Development Manager

Multichoice Nigeria Limited – Kano

July 2011 – September 2015

- Promoted existing products and successfully launched new offerings to expand market reach.
- Recruited, coached, and supervised sales teams to achieve sales targets and quotas.
- Led product and project management initiatives from planning through execution.
- Developed annual sales plans, budgets, and forecasts to guide business performance.

Loan Recovery / Marketing Lead

Grassroots Microfinance Bank – Kano

April 2009 – May 2011

- Managed loan recovery operations and recovered non-performing loans exceeding ₦65.5 million.
- Supervised loan monitoring, disbursement processes, and daily financial transactions.
- Ensured compliance with lending policies and regulatory requirements.
- Implemented strict loan disbursement and monitoring procedures.

Operations Officer / Marketing Support

Fan Milk Nigeria Limited – Kano

January 2007 – March 2009

- Provided operational and administrative support across multiple business units.
- Ensured operations were executed within approved budgets and timelines.
- Conducted routine operational audits to improve efficiency and reduce downtime.
- Supported financial and human resource functions to enhance internal coordination.