DESMOND JOSHEMMA SOCHIMA

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PROFESSIONAL PROFILE

Versatile and results-oriented professional with comprehensive experience spanning Business Development, Supply Chain & Logistics Operations, Health & Safety Management, and Corporate Sales. Demonstrated track record of driving market growth, optimizing operational workflows, enforcing strict occupational safety standards, mitigating workplace risks, and enhancing customer satisfaction. Adept at managing supplier relationships, negotiating deals, streamlining distribution routes, and leading business expansion initiatives across fast-paced commercial environments.

CORE COMPETENCIES

Business Development & Key Account Management

Market expansion, strategic partnerships, account management, lead generation, commercial negotiation, revenue optimization, and brand positioning in beverage and trade sectors.

Logistics & Supply Chain Operations

Event & site feasibility assessments, route optimization, transportation coordination, vendor and supplier relations, inventory management, and operating cost reduction.

Health, Safety & Environment (HSE)

Workplace inspection, hazard identification, risk assessment, safety protocol development, emergency preparedness, PPE utilization, and safety guidance compliance.

PROFESSIONAL EXPERIENCE

Business Development Manager | **Sooper Beverages Ltd.** **2023 – Present**

- Identify, evaluate, and pursue strategic growth opportunities, retail partnerships, and new market channels across key regional territories.
- Manage high-value key client accounts, negotiating commercial terms, contract renewals, and pricing structures to maximize profitability.
- Develop and execute comprehensive sales strategies and product distribution channels for beverage product lines.
- Coordinate with supply chain, production, and logistics units to align product availability with market demand and timely customer fulfillment.
- Represent the organization in industry expos, trade launches, and corporate client engagements, establishing sustainable trade relationships.

PROFESSIONAL EXPERIENCE (CONTINUED)

Safety Officer | **Honeytreat Trade Academy** 2021 – 2023

- Conducted routine health and safety inspections across facility environments to proactively detect workplace hazards.
- Evaluated workplace risks and executed immediate corrective action plans to ensure full compliance with safety standards.
- Designed and delivered interactive safety training sessions and emergency response briefings to staff.

Location & Logistics Manager | **Verondaz Enterprise** 2017 – 2020

- Conducted detailed site assessments for corporate projects to ensure operational and technical feasibility.
- Directed transportation and distribution, leveraging efficient route planning to minimize transit costs and delivery times.
- Managed supplier and freight partner relationships to maintain uninterrupted supply chain flow.

Sales Representative | **Plus Marketing Limited** 2014 – 2017

- Supported deal closures and account management while conducting targeted outbound lead follow-up campaigns.
- Maintained detailed CRM interaction records, client feedback, and assisted with promotional launches.

EDUCATION

- **Lagos State University of Education** — Higher Education Qualification | *2009 – 2013*
- **Purple Krown College, Enugu** — Senior Secondary Certificate Examination (SSCE) | *1999 – 2008*
- **Honeytreat Trade Academy** — Vocational & Safety Training | *2022 – 2023*

CERTIFICATIONS & PROFESSIONAL TRAINING

- **NCE in Physical and Health Education**
- **AOSH Level 1 Award in Health & Safety at Workplace**
- **Certificate in Steel Fixing, Welding & Fabrication (ARC)**
- **OPL Certification** — Boosting Professionalism & Productivity in Tradesmen

TECHNICAL & PRACTICAL SKILLS

- **Technical Tools:** Practical proficiency in ARC welding, steel fabrication, and mechanical tool operations.
- **Business & HSE:** Business expansion strategy, negotiation, client management, risk mitigation, and HSE compliance.

INTERESTS & REFERENCES

Interests: Reading, Travelling, and Sports

References: Available upon request