ANYAOHA CHIDIEBERE KENNEDY

Business Operations | Strategy & Partnerships | Stakeholder Management

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PROFESSIONAL SUMMARY

Business professional with over seven years of experience across technology, investment services and consumer goods, spanning market research, business planning, stakeholder management and team leadership. Proven ability to analyse markets and competitors, translate insights into practical plans, coordinate cross-functional teams and maintain the records and reporting that keep decisions transparent and accountable. Strong communicator who builds trusted relationships with clients, partners and colleagues and turns customer feedback into measurable improvements in engagement and retention.

PROFESSIONAL EXPERIENCE

Business Development & Strategic Growth

TESTFLEX Technologies · Lagos **Jan 2023 – Mar 2026**

- Conducted market research to identify emerging trends, customer needs and potential areas for business expansion, feeding findings into company planning.
- Analysed competitor products, pricing and market positioning to generate insights that supported commercial decision-making.
- Collaborated with internal teams to improve customer experience, retention and overall service delivery.
- Planned and executed customer-focused initiatives around company products, services and offers, contributing to a 25% increase in client awareness and engagement.
- Built and nurtured relationships with key customers and stakeholders, contributing to a 30% increase in repeat business and partnership opportunities.
- Maintained customer and performance records to strengthen follow-up, reporting and management decision-making.
- Supported entry into new markets and verticals by aligning business approaches with customer needs and prevailing market conditions.

Relationship Manager / Business Development & Partnerships

Optiva Capital Partners · Lagos **Mar 2022 – Dec 2022**

- Managed client relationships and provided structured engagement and support throughout the customer journey.
- Coordinated client communication, follow-ups and engagement activities while maintaining accurate customer information.
- Applied customer and market insights to understand client needs and identify opportunities for improved service and partnership.
- Built and maintained strong stakeholder relationships to support customer retention and long-term partnerships.

CORE SKILLS

- Business Planning
- Market Research & Analysis
- Competitor Analysis
- Stakeholder Management
- Client Relationship Management
- Strategic Partnerships
- Cross-Functional Collaboration
- Project Coordination
- Team Leadership & Coaching
- Performance Management
- Reporting & Record Management
- Customer Experience & Retention
- Commercial Operations
- Process Improvement
- Negotiation
- Communication & Presentation

EDUCATION

Bachelor of Education (B.Ed.), Business Education
University of Nigeria, Nsukka
Enugu, Nigeria · 2015

Senior School Certificate (WAEC)
Master's Vessels Classical Academy
Abia State, Nigeria · 2010

TARGET ROLES

- Business Operations Manager
- Partnerships Manager
- Customer Success Manager
- Strategy & Planning Officer
- Market Research Analyst
- Project Coordinator

- Identified new opportunities through networking, referrals and market engagement.

Business Development & Market Expansion

Creditville Nigeria Limited · Lagos **Feb 2020 – Feb 2022**

- Developed and executed a strategic business plan that expanded the customer base and contributed to a 10% increase in market share and revenue.
- Conducted competitor analysis covering products, pricing, market performance and customer preferences to support informed decision-making.
- Maintained customer databases and performance records to support transparency, reporting, accountability and relationship management.
- Monitored customer preferences and market trends to identify opportunities for growth and improved positioning.
- Developed strong relationships with major clients and stakeholders, supporting long-term account development and business continuity.
- Expanded the organisation's stakeholder network through networking, referrals and targeted market engagement.

Commercial Growth & Team Development

Nigerian Breweries Ltd · Lagos **Jan 2019 – Feb 2020**

- Led and motivated a team, coordinating planning, performance tracking and execution against business objectives.
- Coached and developed team members, contributing to a 20% improvement in team skills and competencies.
- Maintained performance evaluations and team records to promote transparency, accountability and continuous improvement.
- Monitored competitor and market developments to strengthen the organisation's competitive positioning.
- Team performance contributed to 15% month-over-month revenue growth.