

# Curriculum Vitae

## **PERSONAL DETAILS:-**

**NAME** : Deogratius Ndejembu  
**NATIONALITY** : Tanzanian  
**BORN** : 1983  
**MARITAL STATUS** : Married  
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I am Experienced and highly accomplished Sales & Marketing professional with knowledge of all sales processes, demonstrating solid analytical and team management skills. Proven track record of generating new business through strategic negotiation, building winning and hungry teams while cultivating new relationships with key decision makers. Develops new accounts through effective cold-calling and networking initiatives, leading to sales quota achievement year after year. I started from D2D sales and acquired valuable experience and moved B2B and strategic and tactical positions. I have vast experience in the telecommunication sector and also acquired valuable experience working at the Presidents Office as a District Commissioner in Kongwa District. I am a fast learner with full of energy and enthusiasm.

## **WORK EXPERIENCE:**

### **PRESIDENTS OFFICE**

**DISTRICT COMMISSIONER- KONGWA** – July 2016 – July 2020

As a District Commissioner, I was the representative of the President of the United Republic of Tanzania in Kongwa. I was also responsible for all government functions and it was my duty to align the District Council and Central government policy together within my designated District. It was my duty to make sure peace and harmony was being maintained at all times.

### ***GSM GROUP OF COMPANIES,***

**Group Head of Sales & Marketing** – Jan 2016 – July 2016

As Group Head of Sales & Marketing, with commercial leadership and P & L responsibility for all areas of the group business being MBC, TBC and Logistics. I was responsible for growing our market share from 3.7% to 23% (Jan 2016- June 2016) on GSM Logistics and 21% to 38.6% (Jan 2016- June 2016) on our FMCG products across East and Southern Africa (Tanzania, Rwanda, Congo, Burundi and Zambia). We have had two year's steady growth where I have full responsibility on delivering the growth.

- Managing the entire CRM process and implementing effective sales processes and KPI's
- Responsible for driving revenue from existing customer base and creating new customer relationships while identifying growth opportunities at all times
- Responsible for budget management and forecasting
- Keeping a strong and highly motivated team that has reach sales and revenue targets monthly
- Working closely with regional sales managers, finance team and distribution partners

- Responsible for all sales activities Retail, Direct and Indirect Sales channels and RTM strategy
- Lead generation for the sales team to follow and also close on big contracts
- Proposal writing for tender documents
- Sales presentations to high value potential customers and existing high value dealers
- Part of the group executive team

*TIGO TELECOMUNICATION (Mobile Network Operator),*

**Zonal Manager- North Zone (Arusha, Manyara, Kilimanjaro) – Feb 2014 – Dec 2015**

As Zonal Manager I was responsible for delivering company strategy as well as the development of Sales and Channels tactics on both Direct and Indirect, plans and profit targets. Work with Senior Management and responsible for contributing to the Tigo strategic goal, continually improving performance, stimulating innovation and consumer focus. Also responsible to provide leadership to the team and demonstrate high level of integrity and transparency while keeping my team motivated. In this role I had 6 direct reports of the following, 4 Regional Sales Managers dealing with Direct sales channel and 2 Regional Distribution Managers dealing with the Indirect Channel.

- Responsible for the annual business plan, P&L and KPI's set for the Zone
- Analyse the development and implementation on new commercial plans and strategies
- Managed and reported agreed budget and forecast to the MD
- Managed market share growth within the Zone (Manyara 3<sup>rd</sup> to 2<sup>nd</sup>, Kili 2<sup>nd</sup> to 1<sup>st</sup>)
- Managed to grow revenue from Tsh 1.8B monthly to Tsh 2.9B monthly
- Grew the daily activations from 5000 to 22000 a day within my first three months with the team
- Met my budgeted targets and exceeded them for two years straight and became the most productive Zone within the company for 2015
- Introduced new channel partners to push Mobile Money
- Recruited 4 Regional Sales managers and trained them (with continuous trainings)
- Organized regular team trainings with HQ
- Responsible for sales development across all channels

*SMILE COMMUNICATION (4G LTE),*

**Direct Sales Manager- July 2012- Feb 2014**

**AG Head of Sales- 2013**

I started as Direct Sales Manager with Smile leading a team of 56 Direct Sales Executives. We had a win rate of 77% October 2012 and grew to 92% win rate. Our team performance led to my promotion to acting Head of Sales & Distribution, where I managed to set routine sales processes and developed key relations with stakeholders within the market to grow the business.

- Managed the retail, direct and indirect sales teams
- Introduced a Lead generating tool (JIRA) which was filled by every sales team member
- Grow dealer network on device and balance sales
- Driving acquisitions
- Managed to keep ARPU at a high by bringing in quality sales
- Kept team retention at a high level
- Team motivated at all times
- Team trainings on all channels
- Setting sales goals to individual team members
- Sales forecast on Weekly, Monthly and Quarterly base and meeting budgeted revenue targets
- Introduced experiential sales days on field which were very successful



**A1 OUTDOOR ADVERTISING AGENCY,**

**Manager-** March 2012- Jun -2012

I was responsible for Managing a team of 6 Account Managers and I was the 7<sup>th</sup> member selling billboard advertising space. This was my first sales managerial position while also still in the mix with the full sales cycle from lead generating, follow-up, to closing sales. I challenged myself with this role personally and professionally. Cold-calling and met with key decision makers across all businesses with potential advertising needs.

- Responsible and accountable with relationship management with key stake holders
- Achieved all our team sales and revenue targets in all of my 3 months with A1
- Cold- Calling was the name of the game in this role and I trained my 6 team members on best approaches
- Introduced the CAPS reporting system
- Monitor competitor activity within the market and plan for better sales approaches
- Recommend new billboard sites
- Reporting to the CCO

**BRITISH SKY BROADCASTING (BskyB),**

**Sales D2D-** Jul- 2009- Mar 2012

**Team Leader-** From 2011

I was employed by BSKYB with a basic salary, company car and phone doing D2D selling sky products and services. I enjoyed every minute of cold calling. I was one of the top sellers in our team of 22 and did hit commission every month. Being one of the best performers, I was then promoted to Team Leader and having a team of 6 field sales reps whom I was looking after while also being a team member

- Winners mentality, No thrills , hard grafting come rain come shine
- Hungry for achieving 15+ sales each month to be able to get on commission band
- First point of contact for customers on the streets for Sky

**COBRA GROUP,**

**FIELD SALES REP-** 2006- 2008

Worked for Cobra on commission only basis selling Sky products and services through door to door within the Birmingham and West Midland areas. I did this role as part time while I was studying and mostly during holiday periods. However, this role made me fall in love with sales and marketing, and I have worked in the sales and marketing field since and I am as hungry today for running successful sales teams as I was back in 2006.

**Political Background with Chama Cha Mapinduzi (CCM);**

Member of the CCM National Executive Committee (NEC) 2012- 2017

Member of the CCM National Congress (Mkutano Mkuu Taifa) 2012-2022

Member of the CCM National Youth League Council (Baraza KUU Taifa UVCCM) 2008-2017

Member of the CCM National Youth League Council (Baraza KUU Taifa UVCCM) 2012-2017

Member of the CCM District Executive Council (Halimashauri KUU Wilaya Dom Mjini) 2007- 2012

Member of the CCM Parents Wing National Council (Baraza KUU Wazazi Taifa) 2017- 2022

**Educational Background;**

*University of Cumbria – Masters of Business Administration (MBA) - Candidate 2019- (Graduating 2021)*

*Institute of Administrative Management- Advanced Diploma (2012)*

*University of Lincoln – International Relations (2009)*

*Merton College – NVQ A Level (2004)*

*Kigurunyembe Sec School (1999)*

*Cannon Andrea Mwaka Primary (1995)*