

Joseph Semitula

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| Abuja, Nigeria

Harnessing over half a decade of expertise in B2C, B2B, B2G sales in DAAS [DATA AS A SERVICE] and SAAS [SOFTWARE AS A SERVICE], I possess a proven track record of orchestrating strategic partnerships to drive revenue growth. As a seasoned leader adept at navigating cross-functional teams, I specialize in fostering collaboration that yields enduring organizational value. Within the realm of B2B sales, I have honed the art of cultivating synergistic relationships among diverse teams, seamlessly integrating their respective strengths to achieve collective objectives. Leveraging this collaborative approach, I have spearheaded pioneering market entry strategies within the dynamic Nigerian landscape, especially in the area of Software as a Service (SaaS) and [Data as a Service]

Key Achievements

- Consistently surpassed monthly sales targets by an average of 25%.
- Negotiated and closed high-value contracts with ministry of defense, securing long-term partnerships.
- Received multiple accolades and cash gift for outstanding sales performance and customer satisfaction.
- Mentored and coached junior sales team members, leading to a 10% improvement in their sales performance.
- Attend events to build relationships, generate leads, and promote products/services to B2B prospects.

Skills

Target Driven	Negotiation & Communication	Partnership Management
Digital Marketing	Team Leadership	Market Research
Strategic Thinking	Risk Management	Forecast Accuracy

Professional Experience

Fedan Investment Limited

www.fil.com.ng

August 2018 - December 2022

A tech company interested in providing top-notch communication gadgets, lighting, electrical accessories, and security gadgets globally, utilizing the latest tech and innovation to enhance the customer experience.

Business Development Manager

Boost sales team performance and improve business results. I handle reports, manage the marketing budget, and oversee everything from start to finish. I focus on driving sales, building strong client relationships, and making smart decisions that help grow the customer base and keep the business thriving.

- Led sales force productivity initiatives and managed the annual marketing budget, driving business growth and regional success.
- Built and maintained strong relationships with C-level executives, aligning business strategies with customer needs.
- Developed and executed marketing campaigns, ensuring alignment with sales objectives and expanding the customer base.
- Managed a team of four, overseeing performance and ensuring successful project delivery and customer satisfaction.

Latoken Exchange www.latoken.com [Russia]

January 2023 - May 2023

LATOKEN is a swiftly expanding cryptocurrency exchange with a strong emphasis on enhancing liquidity for emerging tokens. In March 2019, LATOKEN achieved a remarkable milestone by securing a position in the Top-20 on CoinmarketCap, and it continues to advance its standing with ongoing improvements.

Sales & Listing Manager

- Assess and approve new listings by conducting thorough evaluations of cryptocurrency projects, ensuring they meet the exchange's technical, legal, and compliance standards.
- Manage stakeholder relationships by serving as the primary liaison for token issuers, guiding them through the listing process, and maintaining ongoing communication post-listing.
- Coordinate cross-functional collaborations by leading efforts across legal, compliance, marketing, and technical teams to ensure seamless execution of the listing process and adherence to regulatory requirements.
- Monitor and optimize post-listing performance, tracking the success of listed assets, addressing issues, managing delistings if necessary, and ensuring compliance with exchange regulations.

Wintrado Technologies www.wintrado.com [Switzerland]

June 2023 - September 2023

Wintrado Technologies, a Swiss fintech company, offers a comprehensive suite of brokerage solutions. Our turnkey platform features a CRM, cashier system, risk management tools, and a web & mobile trading app. With our cutting-edge technology, you can launch a complete solution in just days, without the hassle of complex integrations.

Sales Manager

- Researched and identified potential clients within the forex and financial industry, leading to the development of new business opportunities and the expansion of the client base.
- Created and maintained strong relationships with industry leaders, ensuring continued client satisfaction and loyalty to our brand.
- Represented Wintrado at industry events and meetings, generating a strong presence for our brand and forging strategic partnerships within the industry.
- Collaborated with the global sales team to analyze, evaluate, and align sales strategies, sharing best practices and contributing to a cohesive and high-performing sales environment.

Fimple www.fimple.co.uk

October 2023 - February 2024

FIMPLE provides a lending solution that allows you to enter or expand in the person and business lending space in the Banking industry. It is built on a cloud-based platform.

Account Executive

- Attend events to build relationships, generate leads, and promote products/services to B2B prospects.
- Analyze sales data to track performance, identify improvements, and recommend growth strategies.
- Deliver product/service offerings to B2B clients, emphasizing key features and benefits that align with their business goals.
- Cultivate and nurture relationships with B2B clients to gain insights into their needs and uncover sales opportunities.

P23 Africa <https://p23africa.com/>

February 2024 - May 2024

At P23 Africa, our mission is to empower businesses across Africa and beyond by providing innovative, tailored business support services and agile expansion solutions. We're here to help you navigate the complexities of the business landscape and achieve sustainable growth and success.

Business Development Manager

- Conduct market research, analyze industry trends, and identify potential clients and market segments to uncover new business opportunities.
- Network with industry contacts, attend events, leverage personal connections, and build relationships with prospective clients through effective communication and presentations.
- Develop and implement strategies to acquire new clients, tailor solutions to meet client needs, and ensure proposals align with client expectations while maximizing profitability.
- Monitor project progress, address issues, ensure client satisfaction, and provide insights and recommendations to management for strategic decision-making and business planning.

Kasi Insight

www.kasiinsight.com

June 2024 - Present

Kasi Insight exists to empower decision makers with context, insights and foresight needed to win in Africa. We provide real time, aggregated and trended primary data on and across Africa at a speed and ease not matched by traditional market research.

Business Development Manager

- Implement strategic sales plans to meet revenue targets and optimize performance by tracking sales activities and reporting metrics using CRM software.
- Focus on key sectors such as FMCG, banks, and telcos through research and lead generation. Connect with decision-makers to understand their needs and tailor solutions accordingly.
- Oversee the entire sales process from prospecting to contract closure, delivering impactful presentations and proposals to secure deals.
- Monitor industry trends and competitor activities for new opportunities. Represent the company at events to generate leads and continuously enhance sales processes for improved efficiency.

Previous Role

Company Name	Role and Position	Period
True Class Fast Food Integrated	Production Manager	Jan. 2010-May 2011
True Class Fast Food Integrated	Sales Supervisor	Aug. 2008-Dec. 2010
Solution Mark Shipping Company	Engine Cadet	Apr 2013 - Apr 2014
Speak Computer Enterprise	Data Administrator	Nov 2015 - Feb 2016

Volunteering Support

Alpha Trust Investment Club | Assistant General Secretary
Investors Palace Community | Community Manager

Education & Training

B.Sc | Computer Science | National Open University of Nigeria
National Diploma | Marine Engineering | Maritime Academy of Nigeria
Attended Various Sales, Trading, Management & Leadership Trainings

Personal Information

Born 10TH October 1993 | Single | Referees to be provided by request