

GEORGE OJEANELO

SENIOR MANAGER - WEST & CENTRAL AFRICA

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High-achieving marketing professional with a proven track record of driving business growth and delivering exceptional results. Skilled in developing and implementing strategies that boost performance in existing and new markets. Expertise includes: consumer insights, customer experience and innovation, marketing effectiveness and optimization, price and promotion strategy, retail-channel, and sales development, business strategy and growth planning.

Adept at tackling complex challenges and finding solutions that meet client needs. Thrives in collaborative, diverse environments and is committed to ongoing learning and professional development. Specialties include: Client relationship management, Route-to-market optimization, Trade analytics, Brand equity analysis and strategy, Brand portfolio optimization, New business development, Innovation tracking

Proven success in managing client relationships across West African markets (Ghana, Chad, Senegal, Ivory Coast, Cameroon, Gabon, DRC, Angola, Mali, Burkina Faso, Guinea-Bissau, Guinea Conakry) including major brands such as BAT, Diageo, PMI, Nestle, JTI, AB InBev, Pepsico, Danone, Mondelez, Coca-Cola, Orange, Imperial Tobacco and Promasidor.

EDUCATION

Utiva Institute Nigeria | Lagos, Nigeria

Diploma, Agile Product Management
Apr 2021 - Nov 2021

London School of Business and Finance |

London, United Kingdom

Mini Mba, Business Administration
(Business Skills Competency)
Jan 2017 - May 2018

University of Ilorin | Kwara, Nigeria

Bachelor of Engineering, Bio-systems
Engineering
Sep 2009 - Jul 2014

SKILLS & CORE

COMPETENCIES

Client Relationship Management

Communication (written and verbal)

Confluence Discover Figma

Jira

Microsoft Dynamics 365 ERP and CRM

Microsoft Excel Microsoft Office

Miro Nielsen Answers

Point-of-sale systems

Product Knowledge

Product Management

Product Marketing

Product Roadmap

Product Strategy & Roadmap

Report writing SAP Salesforce

Salesloft Team Player

Technical Product Management

Zendesk

in www.linkedin.com/in/george-ojeanelo-b00a1bb5

PROFESSIONAL EXPERIENCE

Senior Manager - Retail Intelligence and Sales Effectiveness Practice West & Central Africa

NielsenIQ/ GfK Jul 2025 - TILL DATE

I am responsible for overseeing the overall operations of NielsenIQ's Instore/Census (Retail Intelligence) business unit across West and Central Africa. My role encompasses revenue generation, strategic relationship management, business process improvement (BPI), team development, and operational planning. I also led the successful launch and expansion of retail tracking for International Premium Spirits across Nigeria, covering Retail On-trade, Off-trade, and Wholesale channels. Currently, I am working to scale this model into other West African markets.

Commercial Lead, West Africa - Retail Intelligence

NielsenIQ/ GfK May 2023 - Jun 2025

Leading the development and implementation of retail intelligence solutions for clients, leveraging NielsenIQ's data and analytics capabilities while working closely with product development team to provide input on new product features and enhancements that meet client needs

- 15% increase in revenue: Grew retail intelligence revenue by 15% within 12 months, from N200 million to N255 million.
- 12% market share gain: Expanded NielsenIQ's market share in retail intelligence by 20% within 12 months, from 30% to 42% of the market.
- 40% client retention rate: achieved a 40% client retention rate, exceeding industry averages and demonstrating long-term client satisfaction.
- N50 million in new business: secured over N50 million in new business deals within 6 months, driving revenue growth and expanding the client base.
- 15% increase in sales productivity: improved sales productivity by 15% through process enhancements, training, and enablement initiatives.
- 90% client satisfaction rate: consistently achieved a 90% client satisfaction rate, ensuring high-quality delivery of retail intelligence solutions.
- 2 new product launches: successfully launched 2 new retail intelligence products, expanding NielsenIQ's solution portfolio and driving innovation.
- 20% reduction in sales cycle time: Streamlined the sales process, reducing the sales cycle time by 20% and improving time-to-revenue.
- N20 million cost savings: identified and implemented cost-saving initiatives, resulting in N20 million in annual savings.
- 8% increase in team skill proficiency: developed and implemented training programs, increasing team skill proficiency by 8% and enhancing overall performance.

Distributor Developer Manager

Anheuser-Busch InBev Sep 2022 - Apr 2023

Maintaining and developing a network of independent distributors to achieve sales goals and expand market share while continuously monitoring the overall performance of the distribution network

- 25% increase in sales volume: grew monthly sales volume from 500,000 cases to 625,000 cases within 12 months.
- 15% revenue growth: Achieved revenue growth from N1.2 billion to N1.38 billion within 6 months.
- 30% market share gain: Expanded market share from 25% to 39% within 1 year in my region
- 20% increase in distribution network: expanded distribution network from 500 to 600 outlets within 9 months.
- 95% distribution efficiency: achieved 95% efficiency in distribution, ensuring products reached customers on time.
- 25% reduction in stockouts: reduced stockouts by 25%, ensuring consistent product availability.
- 10% increase in customer satisfaction: improved customer satisfaction ratings from 80% to 90% within 8 months.
- N50 million cost savings: Implemented cost-saving initiatives, resulting in N50 million savings within 9 months.
- 15% increase in team productivity: improved team productivity by 15%, enhancing overall performance.
- 2 new market launches: successfully launched products in 2 new markets, expanding the company's footprint.

Business Development & Partnership Manager (Wholesale Market)

Anheuser-Busch InBev Dec 2021 - Aug 2022

Achieved excellent results in selling of company's products through effective presentation of value proposition and collaboration with key customers on product development.

- Increased LGA Volume by 11% In the last 2 quarters and Consistently achieved & exceeded the targets in all the Months.
- Managed and monitored 11 Bulkbreakers by implementing effective strategies to maximize sales, revenue and collection targets.
- Developed new markets, establishing market & achieving the targeted goals through demonstrated abilities in enhancing business volumes.
- Developed productive and profitable working relationships with business partners.
- Identified potential Bulkbreakers for new business opportunities.
- Developed business plan to Improve incremental sales month on month and profitability.
- Addressed partners concern and queries promptly to ensure partner satisfaction.
- Worked with cross-functional teams to develop business strategies for lead generation.
- Ensured my LGA 24 % Contribution to Business Bulkbreaker LE is achieved on a month to month basis with Incremental volume and partner growth.

Area Sales Manager

Anheuser-Busch InBev Mar 2021 - Nov 2021

To implement and execute the team sales plan in trade

- Supervised Bdr's across my sales area monitored performance metrics, managed productivity level and ensured corporate goals are met and exceeded
- Developed a "team" atmosphere within the team resulting in greater internal cooperation and employee morale.
- Evaluated and measured sales execution performance using POCEYE and SALESFORCE.
- Designed self development targets for my team and review progress quarterly.
- Ensured general fridge management, placement and asset verification In sales area.
- Designed a variety of status reports, Including activity, closings, follow-up and adherence to business goals.
- Actioned pricing strategy action Items as stated by the business.
- Conduct of In-trade audit weekly by BDR accompaniment measuring sales drivers and Impact In trade.
- Developed Action Plans to exploit opportunities In trade.
- Managed 7 member sales team to consistently average a 99.5% across all sales KPI'S.

Business Development Representative (Modern On-Trade)

Anheuser-Busch InBev Jun 2019 - Feb 2021

Ensured consistent profitable growth in sales revenue through strategic management, positive operational planning, training and management of Key Distributors assigned.

- Developed top 10 Bulkbreakers volume from an average of 11,000 cases monthly across brands to an average of 19,300 cases monthly by taking advantage of the Bulkbreaker Scheme.
- Achieved profitable volume and market share targets for the area via delivery of sales drivers (Quality, Availability, Price, Promotion, Visibility, Advocacy and Relationship) in outlets within the territory.
- Ensured excellence in execution for all on-trade and off-trade activations such as the Budweiser smooth campaign, Betamalt Oga and Madam.
- Revamped off-take on company brands through developing best in class reward for Barman Advocacy using number of crown corks to track progress and Marketing with Point of Sale Material (POSM) and Brand Ambassadors.
- Ensured sales out of retail is RRP standard via Bar calls, Price Posters and POC EYE Tracking.

Senior Sales Representative

Sabmiller May 2018 - May 2019

- Managing one of the largest DB in the Lagos North District (Ketu, Alapere, Ikosi, Mile 12 and Owode) district with an exceptional team of 8 Off-trade and On-trade Van and Keke sales Reps.
- Ensured merchandising is top notch and properly executed to standard.
- Orchestrated daily performance review with focus on Key performance indicators (Volume, Depletion, Call Compliance and Effectiveness, Coverage, Re-distribution Brand availability and In-trade Execution).
- Revamped key account management and activation of high value outlets and hypermarkets.
- Ensured field coaching and accompaniment of Market Developers and VSMs to ensure the team members become proficient at Anheuser-Busch InBev way of selling
- Managed Recommended Price Compliance in outlets and ensures the retail redistribution standards are adhered to by distributors
- Executed POS materials, chillers, light boxes deployed in retail outlets within sales territory.

Product Sales Specialist

Tranos May 2017 - Apr 2018

Developed Route to Market Process For a Variety of Electrical and Mechanical Products

- Increased Sales 64% from quarter 3 to 4 in Trans's Plastic Fabrication division
- Met quarterly goals and exceeded by an average of 10% each quarter in 2018
- Formed relationships with customers to better service account's needs: ordering, marketing and expansion
- Grew new product presence in all regions of the state, sold product worth over NGN29M within the first 6 months
- Managed over 100 clients throughout Lagos resulting in increased sales in a sluggish economy.
- Boosted sales by 40% within 6 months by working diligently, setting and attaining goals.
- Identified areas of opportunity for market share increase by working on product sell-in and constructive pricing recommendations to store owners.
- Led trainings, demonstrations and sales events.
- Successfully grew territory sales by 38% through in store selling.

Field Service Representative

ULTIMATE BEE & CEE ENGINEERING LIMITED Aug 2016 - Apr 2017

Increase Income and revenue by managing and negotiating with clients, generating leads, qualifying prospects and managing sales of products and services.

- Researched sales competition and diverse strategic solutions to be ahead.
- Planned and completed joint sales calls with dealer and distributor reps that led to increased sales.
- Achieved expectations consistently on performance reviews. Received award for working with specialty counterpart to initiate use of high-margin product in targeted account.
- Developed new marketing strategies and guidelines that acquired new clients and increased sales by 20%.
- Promote growth of customer base and maintained an average of greater than 50 new accounts weekly.
- Achieved sales of over NGN70.9M, accounting for 90% of my expectations.
- Achieved 73% of category quota, enabling sales team to increase category performance to 97% from 80% by quarter's end.

Telesales Representative

Jumia Nigeria Nov 2015 - Jul 2016

Meet and exceeded sales quotas by leveraging the benefits of all products, services, features, plans and current promotions to new and existing customers

- Compiled information from other Telesales Representatives to draft reports of monthly sales
- Resolved complaints swiftly and provided information to product enquiry and details, achieved customer retention 30%
- Analysed sales reports to determine the best strategy for marketing
- Attended compulsory training organized by firm to learn about new telemarketing strategies and how to convert potential customers into actual customers
- Advised present or prospective customers by answering incoming calls on a rotating basis; operating telephone equipment, automatic dialling systems, and other telecommunications technologies.
- Made over 50 outbound calls in a high volume call
- centre atmosphere on a dialler system to current Jumia customers.
- Developed new pricing tools from analysing market data, competitors prices, and product. Increased sales by 20% with information from survey.

IT System Administrator

NATIONAL EMERGENCY MANAGEMENT AGENCY (NEMA)

Dec 2014 - Oct 2015

Directs Information Technology operations, integrating computer hardware, Microsoft Windows operating systems and exchange family, communications, and data processing

- Performed upgrade on operating systems of 100 workstations at 3 locations.
- Developed and implemented security policies for file servers, backup servers and system workstations.
- Created online guide and ready-made solutions which helped employees resolve their IT solutions without necessarily reaching out to the IT staff.
- Trained over 15 new employees on software and company procedures
- Configured, installed hardware/software equipment for over 15 branches of the company.

CERTIFICATIONS

Nielsen Answers issued by NielsenIQ Jun 2023

Agile Product Management issued by Utivs Institute London Nov 2021

Sales Excellence Academy issued by Anheuser-Busch InBev Sep 2018