



Abayomi Awe

Customer service/business development/marketing and sales expert

[View profile on Dweet](#)

Languages

English

About

With a robust background in business development and client relationship management, I bring proven expertise in sales growth and customer satisfaction. My experience spans strategic sales, product innovation, and comprehensive retail responsibilities, underscoring my adaptability and dedication to excellence in diverse retail settings.

BRANDS WORKED WITH

Charibooks London

Perfect Merchandise Support Services.

Tangerine Insurance Plc.

Linkage Assurance Plc

Experience

● Business Development Manager

Charibooks London | Feb 2022 - Now

- I have achieved a 20% increase in market penetration by strategically developing and implementing innovative business initiatives, resulting in a measurable expansion of the client base and a boost in revenue.
- Enhancing Client relationships and boosted satisfaction scores by 25%, utilizing effective communication and relationship building strategies as business development manager.
- Successfully leading strategic product development, overseeing market testing and implementation processes, resulting in a 15% improvement in product performance and customer satisfaction.
- Driving actions for a 30% increase in sales through meticulous strategy mapping and leadership, while optimizing team performance and achieving target sales goals.

● Head [Insurance & Claims Administration]

Perfect Merchandise Support Services. | Feb 2018 - Jan 2022

- Championed successful product development and implementation, achieving a 15% improvement in product performance and customer satisfaction.
- Pioneered strategic cross-selling initiatives, creating hubs and channels that resulted in a 20% increase in sales for new and existing insurance products.
- Drove a 20% increase in market penetration, concurrently building and managing client relationships, contributing to a substantial expansion of the client base.
- Mapped territories for strategic sales, optimizing team efforts and achieving a 30% growth in sales.
- Led the planning, supervision, and execution of training and mentorship programs, resulting in a 20% improvement in team performance and leadership effectiveness.
- Delivered comprehensive monthly, quarterly, and yearly sales performance reports for MPR, ensuring transparency and accountability in tracking key performance indicators.
- Successfully built a new client base and managed client relationships, contributing to a 25% increase in overall client satisfaction.
- Oversaw insurance policy renewals and claims management, staying abreast of global and industry best practices, aligning organizational needs, and achieving a 95% renewal rate.

● Territorial Manager (Corporate Direct/Retail)

Tangerine Insurance Plc. | Oct 2013 - Feb 2018

- Achieved a 20% increase in market penetration and expanded the client base through strategic business development and client relationship management.
- Optimized team sales efforts with strategic territory mapping, resulting in a 25% growth in sales.
- Drove a 15% improvement in product performance and customer satisfaction through strategic product development, market testing and implementation.

- Ensured transparency and informed decision-making by finalizing and delivering comprehensive monthly, quarterly, and yearly sales performance reports, contributing to a 30% increase in overall sales effectiveness for MPR.



● **Business Development Executive [RETAIL]**

Linkage Assurance Plc | Jul 2009 - Oct 2013

- Boosted cross-selling effectiveness, increasing insurance product sales by 30% through the establishment of strategic sales outlets at Lagos State AUTOREG Centre - Sales of vehicle insurance covers (Third Party and Comprehensive Cover)
- Accomplished a 15% growth in sales by developing and implementing Micro Insurance Products, coupled with effective team building, training, and mentoring.
- Enhanced product performance and customer satisfaction by 25% through successful product development and implementation, team building, and leadership.
- Optimized sales channels, contributing to a 30% increase in sales through ongoing support for cross-selling existing insurance products and creating hubs.
- Secured a 20% expansion in the client base by strategically building and managing client relationships, fostering overall client satisfaction.

Education & Training

● **Glasgow Caledonian University (GCU)**

MSc. Insurance and Sustainable Risk Management,,

2015

● **University of Lagos (UNILAG)**

MA Diplomacy and Strategic Studies,,

2008

● **Lagos State University (LASU)**

BA History and International Studies,,