



Parit Simel

Contact Details

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Core Skills

- Technical Sales
- Leadership
- Marketing Strategy
- Customer Relationship Management
- Training and Development
- Market Analysis
- Strategic Planning
- Financial Management
- Product Knowledge
- Communication

Professional Profile

With a solid background in animal science and extensive experience in the poultry and animal health industry, I have excelled in various roles, including Sales Manager and Poultry Development Manager. My expertise lies in conducting thorough market analysis to drive sales strategies, managing customer relationships to ensure satisfaction and loyalty, and developing innovative sales tactics to increase revenue. I have a proven track record of implementing successful sales strategies, expanding market reach through agent recruitment, and providing exceptional technical support to customers. My achievements include implementing new sales tactics that significantly increased sales orders and expanding the agent network to boost revenue. I possess strong leadership, strategic planning, and team management skills, along with a deep understanding of veterinary drugs and their uses.

Career Summary

Jan 2024 - Present

**Sunways Bioscience Group
Sales Manager**

Outline

Sunways is dedicated to becoming a global leader in the Animal Health Care Sector. With a Global Presence with manufacturing units based in Spain, Cyprus, Serbia and India. They specialize in discovering, developing, and manufacturing a wide range of animal health medicines. With a core value of integrity, they aim to operate their business sustainably, ensuring today's care leads to tomorrow's assurance. As a Sales Manager, my responsibilities include:

Key Responsibilities

- **Market Analysis:** Conduct thorough market research and analysis to understand the veterinary drugs market, including trends, competitors, and opportunities for growth. Use this information to inform sales strategies and decision-making processes.
- **Customer Relationship Management:** Build and maintain strong relationships with key customers, such as veterinarians, vet clinics, and distributors.
- **Sales Strategy Development:** Develop comprehensive sales strategies and tactics to penetrate the market, increase market share, and achieve revenue goals.
- **Product Knowledge:** Have a deep understanding of the company's veterinary drugs, including their uses, benefits, and competitive positioning.
- **Sales Team Management:** Lead and manage the sales team, including setting sales targets, monitoring performance, and providing guidance and support to help them achieve their goals.
- **Business Development:** Identify and pursue new business opportunities, such as new market segments or partnerships, to expand the company's market reach and drive revenue growth.
- **Sales Reporting:** Generate regular sales reports and analysis to track performance against targets, identify areas for improvement, and inform future sales strategies.
- **Collaboration:** Collaborate with other departments, such as marketing and product development, to ensure alignment of sales strategies with overall business objectives and product positioning.
- **Training and Development:** Provide ongoing training and development opportunities for the sales team to enhance their skills, knowledge, and performance.
- **Compliance:** Ensure compliance with relevant laws, regulations, and industry standards in all sales activities, mitigating risks and ensuring legal compliance.

Nov 2022 - Dec 2023

**Feedlance Tanzania Limited, Dar es Salaam
Poultry Development Manager**

Outline

Feedlance is an international company specializing in the development and implementation of customized diets and programs with headquarters in the Netherlands with a mission to strive for the most efficient business in the field of animal husbandry and poultry farming through the introduction of the latest feeding technologies. As a Poultry Development Managers, I am responsible for ensuring that poultry farming operations are efficient, sustainable, and economically viable.

Key Responsibilities

- Supervise Trials and Provide Field Reports: Supervise and manage field trials to evaluate the performance of various poultry-related products or practices, Generate comprehensive reports based on trial outcomes, presenting findings and recommendations to the technical team for further analysis and decision-making.
- Plan and Organize Farmer Training Programs: Develop and execute training programs for poultry farmers, covering topics such as best practices in poultry management, biosecurity measures, and the latest advancements in the poultry industry
- Monitor and Compare Company Products with Competitors: Oversee and closely monitor the performance of the company's poultry products in the market
- Provide Technical Support to Poultry Keepers in Tanzania: Offer expert guidance and technical support to poultry keepers across Tanzania, addressing their concerns, resolving issues, and sharing knowledge on poultry management, health, and nutrition
- Develop a Fixed Territory by Recruiting Agents: Expand the company's presence in designated territories by identifying and recruiting capable agents and distributors
- Expand Territory through Direct Sales: Grow the assigned territory by directly engaging with customers and feed mills, promoting the company's products and services.
- Establish Outlets Beyond the Branch's Territory: Explore opportunities to open new outlets and distribution channels in areas that extend beyond the immediate branch territory
- Maintain a Comprehensive Customer Database: Systematically manage a customer database by registering and updating information on potential customers within the territory

Key Achievements

- Implemented new sales tactics which increased sales orders
- Increased the number of agents and distributors which in turn generate revenue

Apr 2022 - Nov 2022

**Interchick Company Limited
Head of Feeds Sales**

Key Responsibilities

- Sales Leadership: Develop and implement the sales strategy and objectives in alignment with the organization's goals
- Coaching and Training: Identify areas for improvement in the sales team's skills and knowledge. Provide coaching, training, and mentorship to sales representatives to enhance their selling techniques, product knowledge, and customer interaction skills.
- Acquisition of New Customers and Marketing Intelligence: Develop and execute strategies to acquire new customers, expand the customer base, and increase market share.
- Agent Development Across Tanzania: Expand the company's agent network across Tanzania by identifying potential agents, establishing partnerships, and providing necessary support.
- Recruitment and Team Building: Lead the recruitment process to build a high-performing sales team. Define job roles, conduct interviews, and make hiring decisions to assemble a team of skilled sales professionals
- Strategic Planning: Collaborate with other departments to align sales strategies with marketing, product development, and customer service
- Sales Forecasting: Develop accurate sales forecasts and demand projections to inform production, inventory, and resource allocation
- Customer Relationship Management: Build and maintain strong relationships with key customers and accounts.

Feb 2020 - Mar 2022

**Interchick Company Limited
Technical sales and field representatives**

Outline

As a technical sales and field representative, I bridge the gap between technical expertise and sales acumen, helping customers understand and select the right technical products or solutions to meet their specific needs. I provide in-depth product knowledge and technical support to customers, translating complex technical details into practical benefits. On the field, I am often responsible for building and maintaining customer relationships through on-site visits and interactions.

Education

- **Bachelor of Science in Animal Science** | Sokoine University of Agriculture (SUA) | Oct 2016 - Oct 2019
- **Diploma in tropical animal health** | Sokoine University of Agriculture (SUA) | Sep 2013 - Jul 2015
- **Certificate in Animal Health** | Liti Tengeru
- **Certificate of Secondary Education Examination (CSEE)** | Jan 2006 - Nov 2009

Additional

Awards

1. Certificates of the best worker, Interchick Company limited, (May 2021).
2. Certificates of Participation, Tanzania students veterinary Association (2015)
3. Cervac vaccines, cevac (2022)

Publications

1. Effects of growth promoters on chicken growth performance and meat quality supervised by Prof Sebastian Wilson Chenyambuga.
2. Prevalence of egg worm in caprine faecal sample at Sokoine University of agriculture (SUA) animal research unit (ARU) supervised by Prof Kasuku.

Languages

English, Swahili

Software

Microsoft office, Outlook, Google Mail, Microsoft Windows, Microsoft Teams, Skype

References

1. Contrida Mzawa
Sales Manager - Interchick Company Limited
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2. Betina Emmanuel
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3. Geoffrey Sebastian Gibe
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