

MPANGALA LAWRENCE ALLOYCE
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Synopsis

- Over 24 years of experience in Sales & Marketing, Distribution, Strategic Planning, Business Development, Logistics&Transport, Channel Management, Key Account Management & Team Management.
- Proficient at analyzing market trends to provide critical inputs & formulating selling and marketing strategies.
- An Out-of-the-Box Thinker with a proven track record of increasing revenues, streamlining workflow and creating a teamwork environment to enhance productivity innovatively for reputed business houses.
- Experience in implementation of marketing/ sales promotion plans for business generation.
- Deeply at maintaining cordial relationship with customers, ensuring quality and service norms to achieve customer satisfaction and business retention.
- A keen planner and strategist with proven track records of consistently increasing the Sales& profitability of the company.
- Leading, training & monitoring the performance of team members to ensure efficiency in Sales operations and meeting of targets.
- Proven track record of increasing revenues, establishing networks, streamlining workflow and creating a teamwork environment to enhance productivity.
- Excellent communicator with strong negotiation skills having leadership qualities & analytical power

Core Competencies

Strategic Planning

Business Development

Sales and Marketing

Channel Management

Key Account Management

Client Servicing

Team Management

Professional Experience

Name Of the Company	Designation	Period
Watercom Tanzania LTD- OILCOM Group	Area Sales Manager	From July 2020 to Feb 2022
Sayona Drinks LTD - Motisun Group	Area Sales Manager	From Jan 2017 to Feb 2020
Pearl Dairy Farms Ltd- LaTo MIDCOM Group	Area Sales Executive	From Jan 2016 to Dec 2016
Brookside Dairy LTD	Sales Supervisor	From March 2014 to Dec 2014
Swift Freight Int..LLC- DSV Group	Sales and Marketing Officer	From July 2012 to March 2014
Serengeti Breweries LTD- EABL group	Senior Sales Executive	From Apr 2007 to June 2009
Bidco Oils and Soaps LTD- BIDCO Africa	Sales &Marketing Officer	From Nov 2005 to March 2007
Unilever Tanzania Limited	Customer Services Representative	From Marc 2003 to Oct 2005
Sabuni Detergents LTD- SUMARIA Group	Regional Sales Rep	From Feb 2000 to Dec2002

Parahsakthy Power Technology PVT LTD
Date

Feb 2022 to Till

Regional Sales Manager, Tanzania & East Africa

Job Role:-

- ✓ Handling sales and Marketing for water Treatment Services within market of Tanzania.
- ✓ Distribution and Business development for all water Treatment services in Tanzania
- ✓ From marginal market share to Market Leader. (Hard water solutions)
- ✓ Growth. Launch and Promote Water Treatment Services-Clean water
- ✓ Marketing Activities, Training, Educating Clients and Customers about Hard water to Soft water Treatments (Introduction of Softener Technology in Treatment of water)

Watercom Tanzania Limited

July 2020 to Feb 2022

Area sales Manager -Central Zone Regions

Job Role

- ✓ Incharge of Sales and Marketing activities in the Regions
- ✓ Achieving Monthly Targets.
- ✓ Achieving Revenue targets on monthly basis.
- ✓ Planning distribution systems.
- ✓ Creating Brand awareness through merchandising activities at Retail Markets.
- ✓ Built, managed and motivated a team by achieving desired results.
- ✓ Handling and appointing Distributors and sales teams
- ✓ Maintaining Robust Distribution system.
- ✓ Training to Sales Teams and Distributors. Update Territory competition data.

Sayona Drinks Limited

Jan2017 to Feb 2020

Area Sales Manager-Central Zone Regions

Job Role:-

- ✓ Sales and Marketing Management roles.
- ✓ Achieving Revenue targets on monthly basis.
- ✓ Planning Distribution Management systems.
- ✓ Creating Brand awareness through merchandising activities at Retail Markets.
- ✓ Built, managed and motivated a team by achieving desired results.
- ✓ Handling and appointing Distributors and sales team.
- ✓ Maintaining Robust Distribution system.
- ✓ Training to Sales Officers, ISRs and Distributors. Update territory competition data.
- ✓ Route management and reporting activities
- ✓ Management of debtors and Stocks Reconciliations
- ✓ Route Planning and Management

Pearl Dairy Farms Limited

Jan 2016 to Dec 2016

Area Sales Executive-Lake Zone Regions

Job Role:-

- ✓ Incharge of Lato Milk Operations
- ✓ Sales and Marketing activities
- ✓ Business Development Management
- ✓ Achieving Revenue targets on monthly basis.
- ✓ Planning distribution systems.
- ✓ Creating Brand awareness through merchandising activities at Retail Markets.
- ✓ Built, managed and motivated a team by achieving desired results.
- ✓ Handling and appointing Distributors and sales team.
- ✓ Maintaining Robust Distribution system.
- ✓ Training to Sales Officers, and Distributors. Update Territory competition data.
- ✓ General Route management and Team Coordination
- ✓ Stock ,Cash and Banking reconciliations with Teams or Distributor

Brookside Dairy LTD

March 2014 to Dec 2015

Area Sales Supervisor-Upcountry Markets

Job Role:-

- ✓ Sales and Functional Head of the Territory
- ✓ Inventory and Sales forecasting
- ✓ Budget planning for territory
- ✓ Distribution redistribution systems.
- ✓ Handling Sales team of Territory Managers & Sales Executives.
- ✓ Built, managed and motivated a team by achieving desired results.
- ✓ Creating Product awareness through merchandising activities
- ✓ New products launch plans and launch reports
- ✓ Class room and on the field training to TM & Sales Forces
- ✓ General Sales Teams Management, Route Plans, KPI and Reports

Swift Freight International LLC

July 2012 to March 2014

Sales and Marketing Executive

Job Role:-

- ✓ Sales and Marketing for Logistics and Transport activities
- ✓ Achieving desired sales Targets. Institutional, .Corpoate Traders and Businessmen
- ✓ Creating Product awareness through merchandising activities.
- ✓ Built, and manage relationship with existed clients and ,customers
- ✓ Arranging, and Assisting Customers Department to provide customers services
- ✓ Follow up and Collection Balances and Outstanding from the clients
- ✓ Support and Provide Customers Documents Lodging and Pre alert Notification
- ✓ Cargo Tracking management and Declaration management

Serengeti Breweries Limited

April 2007 to June 2009

Senior Sales Executive-Lake zone

Job Role:-

- ✓ Sales and Marketing for Upcountry Markets
- ✓ Achieving desired sales Targets. Institutional,
- ✓ Creating Product awareness through merchandising activities.
- ✓ Built, and manage relationship with existed clients and ,customers
- ✓ Arranging, and Assisting Customers Department to provide customers services
- ✓ Follow up and Collection Balances and Outstanding from the clients
- ✓ Traveling for new Market activation and management
- ✓ Appointing and Recruiting New agents or distributors in upcountry markets
- ✓ Advise and report all competitors activities and Gives solutions
- ✓ Doing weekly or monthly promotions to boost sales and Converting activities
- ✓ Stocks and Banking Reconciliation with distributors or stockiest against stock delivery

Significant Achievements:-

- Increased outlets base in Upcountry Areas.Kigoma,Meatu,Maswa,Ukerewe,Ngara,Shinyanga
- Converted Tanzania Breweries Limited Customers to Serengeti Family as monopoly outlets and Beverages Fun
- Higher growth Achieved 80 % in the year 2007-2009 in lake zone upcountry Sales
- Beer Sales improved and Retained as Big Brewery in Lake zone markets

Bidco Oil and Soaps Limited

Nov 2005 to March 2007

Sales Officer -Lake zone Regions

Job Role:-

- ✓ Sales and Marketing Management in Lake zone
- ✓ Achieving desired sales Targets. monthly
- ✓ Creating Product awareness through merchandising activities.
- ✓ Built, and manage relationship with existed clients and, customers
- ✓ Arranging, and Assisting Customers Department to provide customers services
- ✓ Follow up and Collection Balances and Outstanding from the clients
- ✓ Traveling for new Market activation and management
- ✓ Training and Supervising Sales Teams in daily activities
- ✓ Advise and report all competitor's activities and Gives solutions
- ✓ Doing and activate Promotions activities
- ✓ Reconciliation with Distributors against Invoice or stocks delivery

Customer Services Representative-CSR**Job Role:-**

- ✓ Sales and Marketing Management for Distributors
- ✓ Achieving desired sales Targets. monthly
- ✓ Creating Product awareness through merchandising activities.
- ✓ Built, and manage relationship with existed Markets and ,customers
- ✓ Helping Customers Department to provide customers services
- ✓ Follow up and Collection Balances and Outstanding from Key distributors
- ✓ Traveling for new Market activation and management
- ✓ Training and Supervising daily Sales Teams in daily activities
- ✓ Advise and report all competitor's activities and Gives solutions

- ✓ Reconciliation with Distributors against Invoice or stocks delivery

Regional Sales Representative -RSR**Job Role:-**

- ✓ Stocks,Cash,Banking,Reporting and Operations Incharge
- ✓ Sales and Marketing Management in Lake zone
- ✓ Achieving desired sales Targets. monthly
- ✓ Creating Product awareness through merchandising activities.
- ✓ Built, and manage relationship with existed clients and, customers
- ✓ Launching and Promotion Campaign Activities in the Region

- ✓ Collection Balances and Outstanding from the clients
- ✓ Traveling for new Market activation and management
- ✓ Training and Supervising Sales Teams in daily activities
- ✓ Advise and report all competitor's activities and Gives solutions
- ✓ Doing and activate Promotions activities
- ✓ Reconciliation monthly against Invoice or stocks delivery

Education Qualification

**Bachelor
Degree In
Marketing**

The College of Business Education
CBE-Dar es Salaam Campus
(1998 -2000)

**Diploma In
Business
Administration
Bias Marketing**

The College of Business Education
CBE Dar es Salaam
Campus (1997-1998)

○ **Advance
Certificate in
Education**

Jitegemee (JKT) High School in
DSM (1994-1996)

**Ordinary
Certificate**

ST Paul Sec School (1990-1993)

**Primary
Certificate**

Mzimuni Primary School DSM
(1982-1989)

Personal Profile

Family Name	:	Mpangala
Date of Birth	:	23-08-1974.
Nationality	:	Tanzanian
Marital Status	:	Married
Religion	:	Christian-Roman
Language	:	Swahili and English
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