

TULINAGWE M. AMBAKISYE

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P.O. BOX 6955, MOSHI, TANZANIA

PROFESSIONAL SUMMARY

A Sales and Marketing Manager with over 10 years of demonstrated excellence in the FMCG and renewable energy sectors. Expertise in driving sales growth, exceeding targets, and expanding market share through strategic planning and effective team leadership. Proven ability to build and maintain strong client relationships, identify new business opportunities, and optimise distribution networks to ensure customer satisfaction and operational excellence.

CORE COMPETENCIES

- Sales Strategy & Business Development
 - Team Leadership & Performance Management
 - Key Account & Client Relationship Management
 - Market Analysis & Competitor Intelligence
 - Distribution Network Expansion
 - Sales Forecasting & Reporting
 - Training & Development
 - Problem Resolution & Customer Service
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PROFESSIONAL EXPERIENCE

KAMAL GAS | Regional Sales Manager

January 2025 – Present

Dar es Salaam, Dodoma, Mwanza, Arusha, Tanga

- Drive regional sales strategy to achieve and exceed volume and revenue targets across multiple territories.
- Cultivate and maintain strong, long-term relationships with key clients, dealers, and government institutions, providing exceptional support and identifying new profit opportunities.
- Spearhead the expansion of the company's gas distribution network throughout Tanzania.
- Conduct upcountry market visits to identify and capitalize on new business opportunities.

- Uphold and enforce stringent quality service standards across the region.

SBC TANZANIA | Sales & Marketing Development Executive

March 2020 – JAN2025

Dar es Salaam

- Maximized sales volume and consistently achieved all key performance indicator (KPI) targets.
- Developed and executed market expansion plans, identifying and securing new sales opportunities that resulted in significant revenue growth.
- Managed and resolved major client complaints with effective, long-term solutions, enhancing customer loyalty.
- Led, supervised, and motivated a sales team, optimizing route arrangements and market activities to ensure product availability and optimal visibility.
- Prepared detailed sales reports and conducted analysis of competitor activities and market trends to inform strategic decisions.

GREENLIGHT PLANET LTD (SUN KING) | Area Business Manager

August 2016 – December 2019

Kigoma

- Recruited, trained, and managed a network of village sales representatives (wakala), significantly improving team performance and daily sales volume.
- Developed and implemented a strategic sales plan, setting clear targets and KPIs for the sales force.
- Conducted market research to identify and penetrate new sales territories.
- Ensured efficient payment collection and provided exceptional customer service, resolving challenges promptly.
- Monitored stock levels and controlled marketing support materials to optimize sales operations.

BONITE BOTTLERS LTD | Area Sales Supervisor

November 2012 – May 2016

Mwanza Depot

- Supervised a team of sales representatives, providing coaching on customer service, product knowledge, and cash handling procedures.
- Ensured the achievement of sales targets through effective route planning, product distribution, and timely delivery.
- Analyzed market competition and recommended strategic changes in product, service, and policy to maintain a competitive edge.
- Resolved customer complaints through thorough investigation and implemented solutions to prevent recurrence.

- Managed product promotions, ensured optimal product display standards, and maintained high levels of customer satisfaction.

EDUCATION

THE UNIVERSITY OF DODOMA

Bachelor of Arts in Political Science and Public Administration

2009 – 2012

MAJENGO SECONDARY SCHOOL

Advanced Certificate of Secondary Education Examination (ACSEE)

2007 – 2009

MARANGU SECONDARY SCHOOL

Certificate of Secondary Education Examination (CSEE)

2003 – 2006

TRAINING & PROFESSIONAL DEVELOPMENT

- Project Monitoring and Evaluation | Sustainable Alliance in Poverty Eradication (SAIPE)
- Administration Law and Office Management Practice | 7-Day Workshop
- Sales and Marketing Training | Bonite Bottlers Ltd (2 Weeks)
- Customer Care, Buying Behaviour, Product Management, Creativity & Innovation | Bonite Bottlers Ltd (4 Weeks)

TECHNICAL SKILLS

- **Software:** Microsoft Office Suite (Word, Excel, PowerPoint)
- **Other:** Internet Research, Sales & Marketing Software

REFERENCES

- JOHN MASSIRIWA, SALES MANAGER, SBC TANZANIA LTD, Dar es Salaam
John.masiriwa@sbc.com Tell,0772507090
- HILARY TARIMO, SALES MANAGER, BONITE BOTTLES LT(BBL), MOSHI, Tell 0763600286
- EDGAR MTEY, ZONAL SALES MANAGER, GREEN LIGHT PLANET LTD (SUNKING)
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