

WILBERT KIMARIO

Sales. Procurement.

Contacts

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Education

**Postgraduate Diploma in
Procurement & Logistic Management**

Tanzania Institute of Accountancy
(TIA)

2011–2012

**Advanced Diploma in Procurement
and Supply**

Tanzania Institute of Accountancy
(TIA)

2008–2011

Areas of Expertise

Strategic Sales Planning and
Execution

Trade Marketing

Merchandising Optimization

Customer Relationship Management

Business Negotiation

Data-Driven Market Analysis

About Me

Dynamic and results-oriented sales and procurement professional with over 8 years of progressive experience in the FMCG sector. Expertise in sales strategy, trade development, business negotiation, and relationship management. Proven track record of exceeding sales targets, driving product penetration, and implementing effective merchandising solutions. Known for delivering customer-centric solutions, developing new markets, and fostering lasting business relationships.

Skills and Competencies

- Expertise in managing complex sales processes and negotiations.
- Strong marketing orientation and ability to develop competitive strategies.
- Strong interpersonal skills with a demonstrated ability to deliver excellent customer service.
- Excellent verbal and written communication skills for interacting with clients, colleagues, and management.
- Excellent organizational skills with the ability to manage multiple tasks and meet deadlines.
- Experienced driver with a valid Class D license.

Work Experience

**Sales Representative; Kapi Limited — Arusha,
Kilimanjaro, Manyara September 2024 – Present**

- Spearhead sales strategies to increase product visibility and drive market share.
- Cultivate strong business relationships with wholesalers, retailers, and distributors.
- Monitor sales performance and report market insights for strategic planning.

Personal Values

- Ability to manage multiple tasks under pressure and prioritize duties efficiently in dynamic environments.
- Proven ability to work collaboratively with team members, contributing to shared goals and smooth operational workflows.
- Strong decision-making and problem-solving capabilities.
- Adept at building and maintaining strong client relationships.
- Honest, hardworking, and self-motivated.
- Resilient and adaptable to changing environments and challenges.
- Culturally sensitive and able to work effectively in diverse settings.

Computer Proficiency

MS Excel	Excellent
MS Word	Excellent
MS PowerPoint	Excellent
MS Publisher	Excellent
MS Access	Intermediate
Internet Apps	Excellent

Language Proficiency

English

Reading, Writing and Speaking

Swahili

Reading, Writing and Speaking

Market Development Representative; Smollan (for Serengeti Breweries Limited) —Musoma, Tanzania April 2024 – July 2024

- Delivered targeted sales growth by executing route calls based on a Permanent Journey Plan (PJP).
- Managed product distribution, stock rotation, and merchandising at retail outlets.
- Strengthened trade relations by ensuring compliance with trading terms and availability standards.

Regional Sales Representative; Pwani Oil Products Ltd June 2019 – February 2024

- Executed promotional strategies to enhance product visibility and sales performance.
- Identified and registered new customers, expanding the company's market reach.
- Provided strategic market feedback to inform product positioning and business planning.

Achievements:

- Increased territory coverage to 100% across three regions.
- Successfully introduced three new SKUs with a 70% productivity rate.

Field Sales Representative; Mars Wrigley Confectionery Kenya Ltd November 2014 – April 2019

- Expanded market share by identifying new business opportunities and registering new clients.
- Enhanced in-store product visibility through effective merchandising strategies.
- Collaborated with sales teams to achieve seamless order fulfillment and delivery.

Referees

Vincent Oduor Odiinya

Sales Manager;

Arusha Sundries Ltd

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Emmanuel Laswai

B2B Manager;

Orexy Energies Tanzania Ltd

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Phone: +255784289595

Mohammed Besta

Director;

Tanzania Roads Agency

Phone: +255754272098

Achievements:

- Recruited 2,090 new outlets in a two-month period, surpassing a 2,000-target goal.
- Consistently met and exceeded sales targets and key performance indicators (KPIs).

Storekeeper and Supplies Officer; Jayma General Traders **December 2012 – November 2014**

- Managed inventory control, ensuring efficient stock handling and rotation.
- Processed and fulfilled customer orders with accuracy and timeliness.

Achievements:

- Developed engaging in-store displays that improved customer experience and product interaction.
- Played a key role in opening and managing a new store location, recruiting and training staff.

Sales Merchandiser (Internship); Bonite Bottlers Limited **— Arusha Depot April – September 2008**

- Fostered relationships with customers and provided product-related insights.
- Organized and maintained effective merchandising displays.

Achievements:

- Successfully led a promotional campaign team, increasing brand visibility and sales.