

RooCruit

MELINDA

Senior Sales & Business Development Manager

Gauteng, South Africa | Languages: English, Afrikaans, Greek

PROFESSIONAL SUMMARY

A highly dedicated Senior Sales and Business Development professional with extensive experience driving revenue growth across the African continent. Proven expertise in strategic planning, market analysis, and high-performance team leadership within diverse corporate environments. Passionate about utilizing interpersonal skills and a positive attitude to exceed organizational goals, foster key stakeholder relationships, and execute successful new market entries.

KEY SKILLS

- Strategic Sales Planning & Execution
- New Market Entry (Pan-Africa)
- Key Account Management & Acquisition
- Team Mentorship & Performance Management
- Revenue Forecasting & Budgetary Control
- SPIN Selling Methodology
- Market Research & Competitive Analysis
- Cross-Functional Collaboration
- CRM & Sales Operations Management
- B2B Negotiations & Exhibition Sales

PROFESSIONAL EXPERIENCE

Senior Sales Manager - Africa

Jan 2023 - Present

Major Pan-African Industrial & Commercial Group

- **Strategic Leadership:** Formulate strategic sales plans to capture new markets and expand existing customer bases across Africa.

- **Revenue Growth:** Drive sales performance to exceed revenue targets; identify and target key accounts to maximize high-potential opportunities.
- **Market Analysis:** Conduct in-depth analysis to understand trends, opportunities, and the competitive landscape for new market entries.
- **Operational Management:** Oversee day-to-day operations, performance monitoring, and regular forecasting for senior management.
- **Stakeholder Management:** Build and maintain strong relationships with key clients, partners, and industry influencers.
- **Cross-functional Collaboration:** Coordinate with marketing, product development, and customer service to align sales initiatives with market feedback.

Sales & Marketing Manager

2020 - Dec 2022

International Professional Services & Events Firm

- Promoted existing forums and introduced new clients to the portfolio.
- Managed annual budget planning and expenditure scheduling.
- Led the sales team to meet and exceed quotas through coaching and performance management.
- Implemented new sales plans based on summarized market data and industry trends.

Senior Business Development Manager

2016 - March 2020

Global B2B Events & Media Multinational

- **Campaign Management:** Demonstrated ownership of the full sales cycle for sponsorship and exhibition packages, consistently hitting revenue targets.
- **Sales Methodology:** Utilized SPIN methodology to investigate customer needs and present tailored, benefit-driven solutions.
- **Market Research:** Conducted primary local and global research to define target market profiles and event viability.
- **Account Management:** Fostered positive long-term relationships, producing high-quality post-event reports and leveraging relationships for rebooking campaigns.
- **Financial Productivity:** Minimized event costs through contract negotiation and ensured 100% timely revenue collection.

Project Manager / Sales Executive

July 2010 - Jan 2016

Specialized Media & Exhibition Agency

- Identified business opportunities by evaluating prospect positions and analyzing sales options.

- Established contact and developed relationships to recommend solutions fitting client budgets and needs.
- Trained new sales executives and managed targets for both exhibitions and publication advertising.
- Headed specialized events and maintained quality service standards through rigorous internal checks.

EDUCATION

University of the Witwatersrand (Wits)

Distinctions in Business Management, Accounting (2003 - 2005)

Parktown High School for Girls

Matric Certificate | Senior Leadership Awards - Student Counselor (1998 - 2002)

TECHNICAL COMPETENCIES

MS Excel (Advanced)

MS PowerPoint (Advanced)

MS Word (Advanced)

Microsoft Office Suite

CRM Systems

Sales Forecasting Tools
