

OLUFEMI BABAJIDE

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SENIOR MANAGEMENT EXECUTIVE

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PROFESSIONAL EXPERIENCE

TOTAL ZAMBIA LTD

September 2016 – Present

MANAGING DIRECTOR

Total Zambia LTD, Zambia

2016 - Date

- ♦ Defined the subsidiary's strategy in agreement with the VP, and ensure its implementation to reach the set objectives
- ♦ Ensure implementation of Group policy in terms of Ethics and HSEQ (Hygiene, Safety, Environment and Quality)
- ♦ Ensured good relationships with third parties, particularly authorities and administrations and represent the Group
- ♦ Supervise and coordinate all exploitation, commercial, financial and social operations with due observance of Group Procedure
- ♦ Applied and continuously optimize the organization, processes and procedures to enable the subsidiary to reach commercial and financial objectives and to ensure its long term development
- ♦ Represented the subsidiary in several board meetings, deriving from the historical footprint of Total Zambia in the country (Lublend, Saturnia Pension Fund, CorpMed Clinic)
- ♦ Lead, motivate, recruit, train and empower the staff, take into account the surrounding competitive environment and optimize subsidiary's resources.

GENERAL MANAGER SALES AND MARKETING DIVISION

Total Nigeria Plc, Nigeria

2011 – 2016

- ♦ Developed and coordinated the implementation of the Company's marketing strategies
- ♦ Ensured the financial profitability, viability and realization of market share objectives of the Company's Commercial Sales activities
- ♦ Ensured compliance with Groups Safety Standards at the various Sales Territories in line with the Company Sales strategies and Group code of conduct
- ♦ Ensured effective management of pricing in line with margin objectives, market trends and profit optimization vis a vis the following
 - Accurate capturing of all Sales transactions in the Company and timely provision of Sales Report;
 - Timely and regular flow of market related information from Territories;
 - Control over sales related costs and losses in Territories;

INTERNATIONAL NETWORK TRAINER

2009 – 2011

Total Africa Middle East Division

- ◆ Responsible for training of all Retail Network teams in the English speaking subsidiaries in pursuit of homogenization of Retail Management methods and skills in line with the Group's Retail Policy
 - 12 specific training programs covering a wide spectrum of subjects (Safety & the environment, Top Service, Network Development, Shop merchandizing and Management, training of trainers, lubricants knowledge, management of service stations retail management tools etc.) were run in 22 countries/subsidiaries of the Total Africa – Middle East Division
- ◆ Assisted in the implementation, development and evaluation of the usage of Management tools and procedures in the organization of the Network
- ◆ Organized regional trainings sessions for Middle Management, Network Development, SFS activity, and training of trainers in liaison with Head office and Managers of the host subsidiary
- ◆ Improved productivity and performance of Network teams by empowering subsidiaries in the definition of retail development strategy through network development trainings
- ◆ Ensured the promotion of the Groups differentiation strategy through a rigorous service quality program.

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SALES MANAGER- LAGOS SOUTH

2008 – 2009

Total Nigeria Plc

- ◆ Oversaw all activities of the largest Sales Area in Nigeria which comprised of 90 retail outlets, 80 active General Trade customers and 1 vendor managed customer
- ◆ Achieved annual volumes of White Products worth 320k tons; Lubricants-10k tons; Bitumen- 5k tons and LPG – 0.5k ton
- ◆ Attained annual turnover of \$244M

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SALES MANAGER- IBADAN

2005 – 2008

Total Nigeria Plc

- ◆ Oversaw all activities in the Sales Area, which comprised of 82 retail outlets, 30 active General Trade customers, 3 Vendor managed customers, 2 White products depots, 1 Lubricant depot, 1 LPG depot and 2 Customer Service Centers
- ◆ Achieved annual volumes of White Products worth 190k tons, Lubricants – 4k tons; Bitumen- 8k tons and LPG 0.6k ton
- ◆ Prospected and acquired new customers for the regional team and also ensured the effective management of high level customers contacts and relationships
- ◆ Attained an average yearly turnover of \$140M
- ◆ Won 2007 National Best GT Sales Manager and 2006 National Nigoscars Topservice competition for the Sales Area

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CONSTRUCTION BUSINESS MANAGER

2004 - 2005

Total Nigeria Plc

- ◆ Directly managed six largest construction accounts that contributed circa 10% to the Company's turnover
- ◆ Responsible for the proper upkeep and management of all customers in Public work sector
- ◆ Prospected and acquired new customers for the regional team and also ensured the effective management of high level customers contacts and relationships

BITUMEN AND COASTAL SALES MANAGER

2002 – 2003

Total Nigeria Plc

- ◆ Responsible for Bitumen and Coastal Sales budget, margin and service management of over 80 active customers
- ◆ Co-ordinated regional sales performance on a monthly basis therefore instrumental to the Company's impressive growth in 2002 bitumen market share and sales volume of 60k tons.
- ◆ Prepared bid and profitability document for coastal supplies and monitored environmental changes and impact on activity
- ◆ Followed up supply logistics with Specialties and Operations

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LUBRICANT SALES ENGINEER

2000 – 2002

TotalFinaElf Nigeria Plc

- ◆ Promoted and expanded Lubricant Sales through technical backup services to customers in the Mid-Western region (over 40 active customers)
- ◆ Achieved increase of 65% in regional lubricant sales, 140% target realization and won best Lubricant Sales Engineer award in 2000 and 2001
- ◆ Analyzed sales trend and devised appropriate strategies to capture new markets. Prospected and acquired new customers from well-defined segments such as public works and textile industries
- ◆ Carried out technical services such as lubrication survey, ensured the effective use of oil analysis and implementation of proper disposal of used oil at consumer location and retail outlets
- ◆ Co-ordinated and determined zonal and regional lubricants order, and ensured equitable allocation and satisfaction of logistic needs of both channel of sales in the region
- ◆ Implemented, monitored and maintained ISO 9002 quality systems at the Lubricants depot.

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PRODUCTION SUPPORT ENGINEER

1998 – 1999

TotalFinaElf Oil, United Kingdom

- ◆ Optimized existing mixing and milling processes to ensure an improved dispersion process and attainment of suitable mill base for the Group's only Radcure production site in Europe.
- ◆ Worked with TQM team to define equipment requirement for new practices which was part of the Company's redevelopment programme

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PROCESS AND PRODUCT DEVELOPMENT ENGINEER, LONDON

1997 – 1998

Total Fina Elf Oil, United Kingdom

- ◆ Developed and refined products in accordance with market demands
- ◆ Facilitated meetings with outside agents and suppliers relating to process and product development

EDUCATION & CREDENTIALS

Bachelor in Chemical Engineering (BENG. Hons) with Management
University of Bradford, United Kingdom

Diploma in Industrial Studies
University of Bradford, United Kingdom

Professional Training & Development
Business Skills Leaders Training, HEC Paris

Member of Institute of Chemical Engineers
United Kingdom