

OLATUNJI OJO

SALES MANAGER - Revenue Leadership, People Management & Business Acumen

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☎ [403-715-4329](tel:403-715-4329)

📍 [Lethbridge](#)

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SKILLS

- **Revenue Strategy:** Revenue growth strategy, P&L management, forecasting accuracy and target achievement.
- **Account Management:** Key account management, distributor onboarding, channel sales and ROI evaluation.
- **Data Analytics:** Sales data analysis, CRM optimization, Salesforce automation, SAP accuracy, market analysis.
- **Operations Execution:** Go-to-market strategy, business case development, inventory coordination, efficiency.
- **Digital Innovation:** Gen AI implementation, digital enablement, sales automation tools, e-commerce growth.

WORK EXPERIENCE

Team Lead

DHL

August 2025 – Present

Lethbridge

- Assembled aircraft engine kits for production lines, exceeding daily targets by 50% while maintaining Pratt & Whitney compliance standards.
- Executed inventory control, order fulfillment, and logistics operations, reducing damaged parts by 30% and achieving 5-month cost reduction.
- Conducted health and safety audits across warehousing operations, achieving zero incidents while maintaining ISO and AS9100 certifications.

Sales and Capability Manager

Beiersdorf

June 2023 – July 2025

Nigeria

- Developed quarterly training curricula and performance frameworks for sales teams, generating 62% year-over-year revenue increase in 2024.
- Deployed LEVEL-UP AI project achieving 100% participation in 3 months, ranking 3rd globally and securing CEO recognition for implementation.
- Analyzed customer sales, ROI reports, and health metrics using 4Is framework, driving month-over-month performance improvements across channels.

Regional Sales Manager

GB Foods

June 2019 – May 2023

Nigeria

- Directed 34 managers across multi-category culinary operations, achieving 12% year-over-year growth while optimizing team effectiveness metrics.
- Expanded customer base from 90 to 150 accounts over 4 years, achieving 90% key product distribution and increasing slow-movers from 25% to 42%.
- Implemented Salesforce Automation platform, increasing data accuracy from 40% to 75% and enabling real-time market intelligence capabilities.

Regional Sales Manager

Henkel

January 2018 – December 2018

Nigeria

- Scaled regional revenue from 60K to 300K within 12 months while expanding customer base by 100% during initial 6-month operational period.
- Repositioned Waw and Nittol brand portfolios, recapturing 200+ basis points of market share across regional distribution networks annually.
- Executed hypermarket Joint Business Plans, achieving 40% revenue growth, expanding shelf presence in 10 outlets, and reducing returns by 70%.

Regional Sales Manager

Suntory Orangina Schweppes

January 2017 – December 2017

Nigeria

- Conducted sales initiatives generating 2× year-over-year growth, 35% numeric distribution increase, and 10% customer ROI improvement annually.
- Managed top 10 customer accounts contributing 65% of regional revenue, while coordinating two product launches and territorial expansion projects.
- Directed quarterly business reviews with teams, developing actionable plans that enhanced presentation capabilities and stakeholder engagement levels.

Area Sales Manager

Reckitt Benckiser

January 2016 – December 2016

Nigeria

- Developed joint business plans with distributors and supermarkets, achieving 55% year-over-year growth and Best Area Manager 2016 recognition.
- Optimized distributor P&L and ROI metrics, achieving 12% monthly returns by increasing sales across 5,000 outlets and adding 1,000 new locations.
- Accelerated e-commerce channel growth by 200%+ through weekly stakeholder reviews, strategy optimization, and issue resolution protocols.

VOLUNTEER EXPERIENCE

Volunteer

Lethbridge Family Services, Canada

- Delivered structured English practice and resource navigation, raising measurable integration success rate by 38% among newcomers.
- Coordinated YEP workshops for youth aged 15–30, boosting attendance metrics by 45% and enhancing tracked engagement outcomes.

EDUCATION

Master in Business Administration

Ladoke Akintola University of Technology (LAUTECH), Nigeria

January 2011 – October 2012

Bachelor in Accounting

University of Ado-Ekiti (UNAD), Nigeria

November 2003 – January 2009

CERTIFICATIONS

- WHMIS Course, Canada Safety Training Centre
- The Applied Skill Curriculum to Empower Newcomer Development, ASCEND
- GenAI, Data & Automation, Beiersdorf
- Microsoft Excel Fundamentals for Analysts, DBrown Consulting
- Cybersecurity Awareness, SANs
- Unconscious Bias, LinkedIn Learning