

MILLAR CAMERON

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CIM CREDIT KENYA LIMITED
(ASPIRA)
HEAD OF SALES & MARKETING



ABOUT *CIM CREDIT KENYA LTD*

Cim Credit Kenya Ltd. (trading as Aspira) is a subsidiary of Cim Financial Services Ltd ("CFSL"), which is a listed financial services company in Mauritius. CFSL's Mauritian subsidiary is Cim Finance, which has four main business units: Consumer Finance (hire purchase and personal loans), Leasing; Credit Cards (MasterCard and Visa) and Factoring (SME financing).

Aspira is a fintech consumer finance business currently focused on hire purchase/ product financing in Kenya, financing retail clients who then use the product financing to acquire consumer durables.



HEAD OF SALES AND MARKETING *CIM CREDIT KENYA LTD*

THE ROLE: HEAD OF SALES AND MARKETING

MAIN RESPONSIBILITIES:

The Aspira Head of Sales and Marketing shall lead the sales and marketing functions through well-established sales growth strategies and drive performance of the team to collectively achieve set targets.

He/ She shall manage key relationships on behalf of the business and have a high level of engagement with external partners.

He / She shall set and communicate the business units KPI's, under guidance of the MD, that are aligned to organisations objectives.

The role is a channel management role and requires management of the retail partnership channel. Aspira partners with a large number of furniture, consumer electronic and mobile phone retailers across Kenya.

Aspira currently focuses on Nairobi and Mombasa as its main geographic locations, and services its key retail partners branches outside of Nairobi and Mombasa through the telesales channel that is managed by the Chief Operating Officer.

Aspira has well defined territory strategies for both Nairobi and Mombasa, with Sales Managers responsible for each of the territories within the two cities. The Sales Managers each manage a team of Sales Agents located at large retailers (e.g. Hotpoint, T&C, Victoria Courts, Naivas) or within malls or the CBDs of the two cities.

Sales targets are defined by retailer and by territory, with Sales Agents having individual sales targets and Sales Managers having territory targets.

A key component of the role is relationship management and relationship building with Aspira's retail partners. The

expectation is that the Head of Sales & Marketing will own the relationships with CEO and Executive teams of the key retail partners, build further on those relationships, as well as develop new partnership relationships in Kenya.

Given the nature of the role requires management of a relatively large "in-field" sales team (currently 5 Sales Managers and 40 Sales Agents), people management skills are also a critical component of the role. As we grow as a business the expectation is that Aspira's footprint across Kenya as well as sales force will grow.

In Mauritius, for example, the in-field sales team is 450 full-time employees. We are looking for an empathetic leader with the humility required to interact with respect towards all level of employees, as well as having to manage the relationships with small CBD owner-managed stores as well senior executives of Kenya's largest retailers.

HEAD OF SALES AND MARKETING
CIM CREDIT KENYA LTD

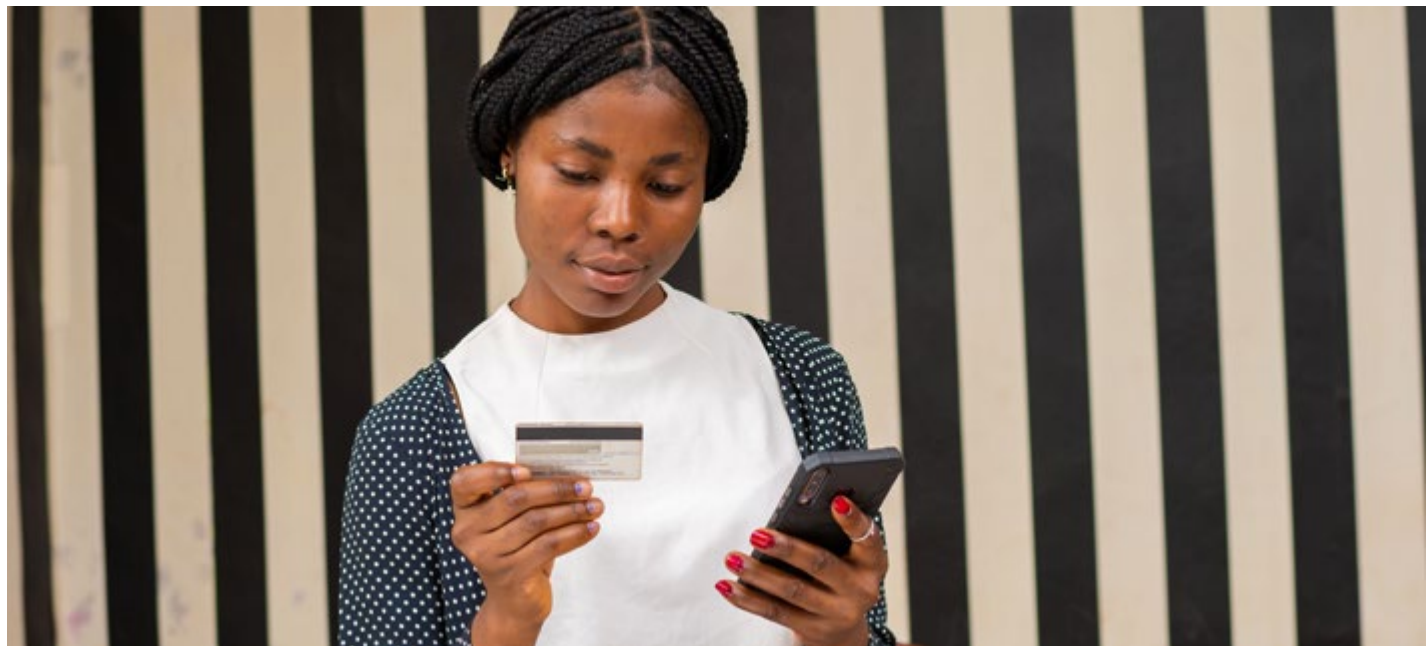
TITLE:
HEAD OF SALES AND MARKETING

REPORTING TO:
CHIEF OPERATING OFFICER

LOCATION:
NAIROBI, KENYA

TRAVEL:
REGULAR TRAVEL WITHIN KENYA

START DATE:
ASAP



THE ROLE: HEAD OF SALES AND MARKETING

DIMENSIONS OF THE ROLE:

- Define annual sales strategy and budget
- Ensure profitable growth in sales/ loan disbursements in-line with plan
- Relationship ownership and management of retail partners
- Ensure optimal sales force productivity of Sales Managers and Field Agents
- Well defined sales targets for each retail partner and territory
- Effective sales deployment: channel & resource mix; territory deployment; optimal resources per account; clearly defined Sales Manager and Field Agent accountabilities
- Customer engagement model: ensure continually enhance: Aspira's customer value proposition; lead generation & qualification; and client retention
- Sales execution: effective account planning process and continuous sales process optimization
- Ensure that sales KPIs are clearly communicated to sales team and are regularly monitored
- Ensure that sales team incentives are ambitious but achievable and aligned with sales goals
- Ensure that Aspira attracts good talent with clear career development paths and management systems supporting development and talent retention

SKILLS AND QUALIFICATIONS:

To apply for this role, please ensure that you have the following skills and experience:

- At least 5 years' Executive Management Sales experience
- Accountability or oversight of Marketing is advantageous
- Ideally at least 15 years' experience in Sales roles
- Ideally 10 to 15 years' experience in financial services or FMCG sales, preference is insurance
- Proven leadership at project and business level, including sales & P&L accountability
- Preferably has had accountability for sales across geographic territories in Kenya
- Sales roles must have included B2B account relationship accountabilities and retail client focus
- In-depth knowledge of the Kenyan retail/ commercial environment, particularly the electronics, furniture and e-commerce sectors

Please send your CV and contact details to James Done who will contact you to discuss your application in more detail.



Contact: James Done

Email: james.done@millarcameron.com

Phone: +44 203 800 0316



WHO ARE MILLAR CAMERON

FINDING THE PEOPLE WHO MAKE THE DIFFERENCE

A SEAMLESS JOURNEY

Founded in 2007, Millar Cameron is an executive and professional search consultancy that focuses on Africa and other emerging markets.

Our goal is to provide client-centric, tailored executive search, recruitment and strategic advisory. Our international reach paired with local market knowledge enables us to provide our clients outstanding leaders who deliver consistent results, irrespective of geography.

We employ a rigorous research driven search process to identify the best fit for our clients, taking into account both hard and soft skill sets.

Our extensive experience yields a robust approach to market intelligence and a longstanding network of global relationships.

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