

MILLAR CAMERON

Director of Consumer Sales
and Market Development
Buffalo Bicycles



About

Buffalo Bicycles

Buffalo Bicycles is a for-profit social enterprise addressing mobility challenges in low-income countries. It delivers these solutions through its purpose-built flagship product, the Buffalo Bicycle, which is specifically engineered for challenging rural environments with low quality infrastructure. The bicycle is designed to be highly durable, capable of carrying heavy loads, and easy to repair using locally available tools and parts. Through this approach, Buffalo Bicycles provides a high-quality product at an accessible price point for rural communities.

Buffalo Bicycles is owned by World Bicycle Relief, a non-profit organisation whose donors and partners are focused on the reduction of mobility poverty and improving access to education, healthcare, and economic opportunity through better transportation. By enabling reliable and affordable mobility, the organisation helps students reach school, healthcare workers access remote communities, and farmers and small businesses connect with markets.





Main responsibilities

World Bicycle Relief (WBR) is seeking a strategic, entrepreneurial leader to scale business-to-consumer (B2C) Buffalo bicycle sales and strengthen locally driven market ecosystems that expand long-term access to Buffalo Bicycles. This role will work in close partnership with operating country teams to design and execute localized Buffalo bicycle retail, marketing, and service delivery models that increase affordability, demand, and sustainability.

The Director of Consumer Sales & Market Development will lead efforts across consumer sales strategy, e-commerce innovation, sales outlet and mechanic networks, and bicycle financing. This is a critical leadership role advancing WBR's social enterprise model – using market-based solutions to unlock mobility, opportunity, and equity for individuals and communities across our operating countries.

Key Deliverables

- Evidence-based Market-specific B2C strategies developed and activated in multiple countries.
- Sales and service agent / mechanic networks expanded and operationalized.
- E-commerce platforms launched or strengthened in key markets.
- Consumer financing offerings available in collaboration with local financial institutions.
- Strategic partnerships formed to build bicycle ecosystem strength and sustainability.
- Performance data captured and used to refine and scale successful approaches.

Dimensions of the role

Core Responsibilities

1. Market Strategy & Consumer Sales

- Bring structure, rigour, and professionalism to the sales and market development function.
- Lead comprehensive market studies to identify growth opportunities, emerging consumer segments, and competitive positioning.
- Co-develop with Country Leaders country-specific B2C sales strategies that reflect local demand, purchasing behavior, and cultural dynamics.
- Collaborate with the global Marketing team for branding, messaging alignment, and asset development.
- Support country teams in retail and marketing execution, including pricing, demand generation, and channel expansion.
- Identify and cultivate sales opportunities beyond core WBR programs – targeting women, youth, and marginalized communities.

2. E-Commerce & Platform Innovation

- Lead development and rollout of e-commerce solutions adapted to emerging markets, including mobile-first design, digital payment integration, and local fulfillment strategies.
- Partner with technology providers to ensure platforms are accessible, scalable, and responsive to customer needs.

3. Mechanic Agent Network & Service Ecosystem

- Expand WBR's trained mechanic agent model to serve as a dual-purpose channel for retail sales and post-sale service.

- Partner with product development to evolve mechanic training materials and develop strategies for enrolling and training mechanics into the Buffalo bicycle ecosystem.
- Strengthen availability and distribution of spare parts through the Buffalo shops and Buffalo sales outlets to reinforce trust and durability of the Buffalo Bicycle.

4. Consumer Financing & Affordability

- Supervise the Head of Bicycle Financing and collaborate with country teams to co-create and expand Buffalo bicycle finance products with in country financial institutions (e.g., credit, savings, employer-based models).
- Align affordability strategies with pricing, inventory planning, and customer segmentation to unlock broader access.

5. Partnership Development & Ecosystem Strengthening

- Build and manage relationships with key ecosystem actors, including private sector, NGOs, cooperatives, and government stakeholders.
- Support bundling strategies (e.g., bicycles with solar kits or ag equipment) that enhance value for consumers and drive adoption.

6. Performance Monitoring & Knowledge Sharing

- Define and track key performance indicators in partnership with Impact and Learning related to sales, service coverage, financing uptake, and customer satisfaction.
- Partner with Impact and Learning to conduct market studies, KYC studies, and other assessments to shape strategy, value propositions, and strengthen Buffalo's brand presence.
- Capture insights and best practices to enable adaptive learning across WBR markets and leadership.

Skills and experience

Required Capabilities & Experience

Strategic Sales & Market Development

- 7-10 years of experience in consumer sales, retail strategy, or last-mile distribution – preferably in emerging or rural markets.
- Proven ability to design and scale B2C initiatives / sales and marketing campaigns that drive customer adoption and market penetration across multiple channels into rural markets.
- Experience identifying and using market data in low-resource settings to inform sales and market strategies.

Ecosystem Building & Innovation

- Experience with agent-based sales/service models, informal markets, or community-based enterprise.
- Familiarity with mobile and e-commerce solutions in low-connectivity environments.

Financing & Affordability

- Demonstrated ability to co-create solutions with financial institutions or implement consumer lending/savings models for low-income populations.

Cross-Cultural Collaboration

- Strong interpersonal, facilitation, and communication skills across diverse geographies and cultures.
- Experience working directly with country-level teams and community-based partners.
- Experience working in low resource settings.

Mission & Mindset

- Entrepreneurial spirit and market systems-level thinking.
- Deep alignment with WBR's mission and a belief in mobility as a driver of opportunity and equity.

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Additional *information*

Location:

Kenya, Zambia, Zimbabwe, Malawi, Uganda, Tanzania,
or Mauritius

Travel:

Up to 30-40% across WBR's countries of operations

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How to apply

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



Contact: Ashley Njoroge

Email: ashley.njoroge@millarcameron.com

Phone: +254 20 5038448



Who are Millar Cameron?

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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