

# Matthew Profile

## Personal Details

Sex Male  
Date of Birth 27<sup>th</sup> July 1964  
Nationality: Nigerian  
Email [matthew@bmaconsulting.co.za](mailto:matthew@bmaconsulting.co.za)  
Website [www.bmaconsulting.co.za](http://www.bmaconsulting.co.za)  
Telephone +27 846 279 259

## Qualifications

1998 – 1999	Master Business Administration	Abubakar Tafawa Balewa University, Bauchi
1997 – 1998	Post Graduation Diploma Management	Abubakar Tafawa Balewa University, Bauchi
1986 – 1988	HND Mechanical Engineering	Federal Polytechnic, Ado-Ekiti, Ondo State
1983 – 1985	OND Mechanical Engineering	Federal Polytechnic, Ado-Ekiti, Ondo State
1978 – 1983	West African Examination Council	Methodist High School, Okitipupa, Ondo State

## Professional Development

April 2006	New Product Design Meeting	Dubai, UAE
February 2005	New Product and Servicing Skill	Gent, Belgium
April 2003	Dealership Development Programmes	Tokyo, Hamamatsu, Kumamoto Japan
March 2002	International Business Seminar	Tokyo, Japan
May 2000	International Business Seminar	Johannesburg, South Africa
1997 – 2003	Motorcycle Dealership Seminars	In House, Nigeria
1997 – 2003	Power Product Dealership Seminars	In House, Nigeria
March 1995	Anatomy of Clearing & Forwarding	Lagos, Nigeria
April 1991	Accident Prevention Course	Lagos, Nigeria
Sept 1990 – Feb 1991	International Skills Development Training	Japan
February, 2013	Project Management Workshop	South Africa
March, 2013	Project Management Computer -based Simulation-Program Skill	South Africa (In Progress)
July, 2013	Assessor's Training (ATG)	South Africa

## Professional Membership

1992	Associate Member	Nigeria Institute of Management
2010	Member (ID #: 281276)	International Association of Facilitators

## Project Managed

1997	Pioneer of Corporate Sales Department
1998	Opening of New Market Opportunities
1993	Demonstration & Research of Long Tail Engine in Riverrine Areas in Nigeria
1993	Construction of Honda Tricycle for Engineering Department

## Work History

<b>2014 March till date</b>	<b>Facilitator/Assessor</b>	<b>Damelin, Bramley</b>
-----------------------------	-----------------------------	-------------------------

### Responsibilities:

- Mechano-Technology (Engineering)
- Strategic Logistics Management.

<b>2013Feb till date</b>	<b>Facilitator/Assessor</b>	<b>Damelin, Braamfontein</b>
--------------------------	-----------------------------	------------------------------

### Responsibilities:

- Basic Storekeeping & Stock Control

<b>2010 to date:</b>	<b>Managing Consultant</b>	<b>BMA Consulting</b>
----------------------	----------------------------	-----------------------

## **Responsibilities**

- Business Development & Strategy
- Market Development
- Marketing Strategy & Analysis
- Human Capacity Building / Facilitation
- Project Management Related Services
- Business Advisory

**2010 to 2012: Consulting Partner Kingsolak Consulting, Ghana**

## **Responsibilities:**

- Organizes Workshops for private & Public Servants
- Training on Career Development
- Training on Project Management.

**2009 – 2010: Business Development Manager Mapinsco Limited**

## **Responsibilities**

- Raising the business profile of the Company
- Lead the formulation and execution of Business Development Strategies.
- Making proposal / tender preparation and follow-up.
- Positioning the Company as a top flier Service provider in all the Company's business unit.
- Develop the marketing strategy for the Company new business ventures.
- Establish and develop relationship with the entire Company stake holder.

## **Key Achievements**

- Development and Short time management of the Hospitality unit of the Company.
- Establishment of the ICT unit of the Company on partnership platform
- Development of Agricultural projects.
- Development of Block Making Industry. Yet to be implemented
- Facilitate training programme on partnership basis.

**2003 – 2007 General Manager Honda Manufacturing Nig. LTD**

## **Key Achievements**

- Increased Annual Revenue from 2 million to over 140 million; over 7000% Increase
- Increased Production Quantity from 1200 units to 13000 units
- Increased Sales Quantity from 1320 units to 12296 units; over 930% Increase
- Increased Staff Level from 99 to 141
- Spearheaded the launch of 2 additional Motorcycles Models
- Met and Surpassed Set Yearly Targets
- Increased number of dealership outlets from 26 to 40

## **Responsibilities - (General Manager)**

- Full delivery of all Marketing Initiatives and Coordinated all National Marketing
- Periodic Review of Organizational Structure and Company wide operations
- Indirect overall responsibility for total Staff of 134 and Managed 1.2 Billion Naira
- Developed Business Plans and Formulation of Company Policies
- Direct Training of National Marketing Team
- Direct Management of Six (6) Departmental Heads
- Prepared Company Wide Sales Forecast

**2000 – 2003 National Sales & Marketing Manager Honda Manufacturing Nig. LTD**

## **Key Achievements**

- Increased Sales Quantity from 386 units to 1320 units; over 600% Increase
- New Product Launch to appeal to low income earners

- Increased Sales Staff Level from 5 to 10
- Spearheaded the launch of 2 additional; Motorcycle & Generator
- Met and Surpassed Set Yearly Targets
- Increased number of dealership from 10 to 30
- Carried out a Total Market Survey to reposition the Company
- Introduced Effective Marketing Campaign such as Billboard Advertising & Promotional Products.

### **Responsibilities**

- Strategic Planning, Relational Management and Market Expansion
- Visionary Sales Leadership in Highly Competitive Market
- Increased Product Distributions Network and Market Share
- Business Development and Customer Relationship
- Recruit and Retain High Performing Sales Team

### **1997 – 2000 Corporate Sales & P R Manager Honda Manufacturing. Nig. LTD**

#### **Key Responsibilities:**

- Market Survey of Existing Honda Products including Automobiles
- Identifying and Exploring New Opportunities
- Managing the range of Honda Products for Profitable Growth
- Corporate Public Relations Activities & Relationship Management
- Monitoring and Recommending Price Review when necessary
- Field Trip for Competitor, Product Price Analysis
- Coordinated Advertising, Media Briefs and Strategies
- Participated in Management Meetings
- Conducted Regular Audit based on the Market, Consumer, Product Development and Suppliers Demands

### **1994 – 1997 Import Manager Honda Manufacturing. Nig. LTD**

#### **Key Responsibilities:**

- Open Letters of Credit for Importation through Banks
- Liaise with Overseas Suppliers in China Japan, India, Thailand & Belgium
- Clearing of Imported Products

### **1993 – 1994 Assistant Factory Manager Honda Manufacturing. Nig. LTD**

#### **Key Responsibilities:**

- Manpower, Production & Equipment planning
- Manage all Production Process on Production Line for Assembly
- Total Quality Control prior Delivery

### **1991 – 1993 Head of Engineering Department Honda Manufacturing. Nig. LTD**

#### **Key Responsibilities:**

- Responsible for 3 Departments; Motor Vehicle Maintenance, Mechanical & Electrical Works.
- Construct Stands for Exhibitions and International Trade Fairs' Shows
- New Product Testing.

### **1990 – 1991 Supervisor, Production Planning & Control--Honda Manufacturing Nig LTD**

#### **Key Responsibilities:**

- Unpacking of imported components from cases
- Sorting out and arrangement of components on designated carts.
- Identifying and sort out components with design change,
- Checking quantity and quality of components against final packing list.

- Supply of small components or accessories to Sub-Assembly section.
- Supply of main components to Welding, Painting, and Production line
- Liase with import departments for replacement of parts from our overseas supplier in case of any design change, missing parts.
- Proper inventory of buffers stock

### **1990 - Production Supervisor, Personnel Dept - Honda Manufacturing. Nig LTD**

#### **Key Responsibilities:**

- Recruitment and selection, and redeployment of staff
- Organised Training programme for Man power development.
- Review of Organogram tailored towards achieving Organisational goals.
- General welfare of Staffs
- Periodic review of Compensation package.
- Ensure that conducive environment were created for optimum performance of staff

#### **Computer Literacy**

Competent in the use of Microsoft Office (Words, Excel & Power Point), PageMaker, Internet Usage

#### **Skills & Abilities**

- Creative Ideas for New Product Development
- Ability to identifying untapped Market Potentials
- Analytical and Systematic in approach to Problem Solving
- Track Record of Increased Productivity and Cost Reduction
- In-depth Knowledge of Operational Improvement Strategies

#### **Extra Curricular Activities**

- Traveling
- Avid Reader
- Community Leadership
- Seminar on Business & Finance
- Assisting Less Privilege