



**FRANCIS UZOMA AGBAEGBU**

Lagos, Nigeria

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## **SENIOR CHANNEL SALES & KEY ACCOUNT MANAGER**

**(Consumer Electronics | IT Hardware | B2B Distribution | Retail & Partner Ecosystem)**

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### **PROFESSIONAL SUMMARY**

Results-driven senior sales professional with 12+ years of experience across consumer electronics, IT hardware, and B2B channel distribution in Nigeria. Proven expertise in managing reseller ecosystems, key accounts, and distributor partnerships across retail, corporate, and SME segments.

Strong background in driving revenue growth through channel activation, partner enablement, demand generation, and strategic account management. Experienced in executing end-to-end sales cycles including pricing strategy, deal negotiation, inventory coordination, and product lifecycle support.

Demonstrated success working with leading global brands and distributors, including HP partner ecosystems, with deep knowledge of Nigeria's electronics and IT distribution landscape.

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### **CORE COMPETENCIES**

- Channel Sales & Distribution Management
- Key Account Management (Retail & Corporate)
- Consumer Electronics & IT Hardware Sales
- Partner Acquisition & Enablement
- Sales Pipeline Development & Forecasting
- Deal Structuring, Pricing & Negotiation
- Retail Execution & Market Activation
- Distributor & Vendor Relationship Management
- Revenue Growth & Territory Expansion
- CRM & Sales Operations

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## PROFESSIONAL EXPERIENCE

### KAMDI TECHNOLOGIES (HP PARTNER) – Lagos

#### Sales Manager – PC & Print | Jan 2026 – Present

- Manage B2B and B2C sales of IT hardware including PCs, printers, and consumables across reseller, retail, and corporate channels
- Develop and onboard new Tier-2 and Tier-3 partners, expanding regional distribution network
- Drive pipeline development through structured outreach, field engagement, and account management
- Coordinate pricing, quotations, and supply chain alignment with distributors and vendors
- Negotiate pricing structures, margins, and credit terms with partners and resellers
- Execute market activation strategies to increase product visibility and demand generation
- Ensure product availability and competitive positioning across assigned territories

#### Key Impact:

- Built active reseller pipeline and initiated multiple new partner relationships within first quarter
- Improved sales engagement efficiency through structured follow-up and account management system

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### DREAMWORKS INTEGRATED LIMITED – Lagos

#### Product Sales Manager | Feb 2025 – Dec 2025

- Led channel sales operations across IT product portfolio including PCs, printers, and accessories
- Expanded reseller and retail partner network through targeted acquisition strategy
- Managed B2B deal execution including pricing, quotations, and fulfillment coordination
- Implemented sales strategies to improve product sell-through across retail channels
- Collaborated with distributors to ensure product availability and market alignment
- Maintained long-term partner relationships to drive repeat sales and revenue growth

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### HP INC. – Lagos

#### Sales Specialist (Channel & Key Accounts Lead) | Dec 2017 – Dec 2024

- Managed 12+ strategic partner accounts across retail and e-commerce channels
  - Executed channel programs to drive sell-out performance and product visibility
  - Delivered consistent revenue growth across assigned territories
  - Supported distributor and partner enablement through training and merchandising programs
  - Achieved measurable performance growth, including 10% YoY growth (2020) and 19% (2022)
  - Strengthened partner engagement strategies resulting in improved retention and sales performance
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## **HP INC. – Port Harcourt**

### **In-Store Sales Specialist | Aug 2014 – Nov 2017**

- Supported retail partners in driving product sales through customer engagement and activation
  - Improved inventory turnover through targeted promotions and demand generation activities
  - Ensured brand compliance in merchandising and retail execution standards
  - Delivered consistent retail performance across assigned outlets
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## **EDUCATION**

### **B.Sc. Chemistry**

Delta State University, Abraka

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## **CERTIFICATIONS**

- Google Digital Marketing Fundamentals
  - IT Technical Support Fundamentals – Google
  - HP Life: Sales Forecasting
  - HP Life: The Art of Sales
  - HP Life: Social Media Marketing
  - HP Life: AI Automation
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## **TECHNICAL SKILLS**

- Microsoft Office Suite (Excel, Word, PowerPoint)
  - Google Workspace
  - CRM Tools & Sales Tracking Systems
  - Digital Marketing (SEO, Ads, Social Media)
  - Basic IT Support & Troubleshooting
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## **ACHIEVEMENTS**

- Best Retail Specialist (HP) – 2015, 2016, 2017
  - Achieved 120% of annual sales target
  - Consistently exceeded sales KPIs and performance benchmarks
  - Strong record of improving product visibility and retail execution efficiency
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## **INDUSTRY EXPOSURE**

- Consumer Electronics (Small Electronics, Printers, PCs, Accessories, Imaging Solutions)
- IT Hardware Distribution & Channel Ecosystem
- Retail & Corporate Sales Environment
- Nigeria Technology Distribution Market