

Emmanuel Smart

Entrepreneurial and Business Management Bachelors, Author of Make What Customers Want (Create Global Brands), A Salesman's Story (Tales of Sales Success), Letters to My Daughter (A Father's View on Gender Equality) and EFETURI (There are Many Paths to Wealth), certified management consultant, highly competent sales and brand growth strategist, global product development expert with over 13years of accomplishment in product development with the creation and launch of the fastest selling cookie brand in africa - Nibit Mini Snacks, sales and marketing leadership, branding, business strategy development, social impact and entrepreneurship with key partnership with top level government and private sector.

CAREER VISION

Applying my expertise in business management, sales and brand growth strategy and global product development to solve the most critical and urgent global business and leadership problems. Other key interests include, ending global extreme poverty, gender equality, promoting love and entrepreneurship.

NON CAREER GOALS

Letters To My Daughter (A Father's View On Gender Equality) is arguably Africa's first book on gender equality written by a man. I set a big hairy audacious goal to distribute audio and written versions of the book to Africa's 1.2billion population over the next 10 years completely free of charge. This is part of my commitment to promote gender equality on the African continent, African communities in the Diaspora and other races across the globe. I am family focused. I am blessed with a wife, Orobosa and two children, Isaac and Brian.

JUDGING THE WORK OF OTHERS

1. Judge, Cacophony Solutions Business Competition For Startups (2008 - 2012)
2. Stutern.com (Backed by Stripe) Business Advisor and Reviewer: Reviewed and advised Stutern co-founders Taiwo and Kehinde Ayanleye from the idea stage to execution (2014)
3. Book Reviewer, EMERGE (Keys to unleashing the leader within) by Ighotome Mukoro (2015)
4. Examiner of the sales and marketing work of 314 sales and marketing executives in the insurance and banking industry (2016-2017)
5. Examiner of the sales work of 5 sales managers and 54 sales persons at Fastizers Food and Confectionery Limited (2017-2019)
6. Guest Book Reviewer, Hexavian Laws Of Business by Foremost Business Consultant, Eizu Uwaoma (2018)
7. Examiner of the production work of 2 production managers and 4 production supervisors at L and L Foods – Mr Ekpa (2019)
8. Examiner of the sales work of 3 sales managers and 25 sales persons at L and L Foods – Mr Ekpa (2019)
9. Examiner of the sales and marketing work of 5 sales leaders at New Age Multi Concepts Limited (2019)
10. Book Reviewer, EQ HACK: Eleven Ways to Improve Your Emotional Intelligence by Africa's Leading Emotional Intelligent Expert, John Asiegbu (2021)
11. Final Stage Judge, Tush Magazine Bi-Monthly Writing Competition (2019, 2020 and 2021)
12. Final Stage Judge, Realone Business School (2020 - 2021)

BOOKS PUBLISHED

1. Make What Customers Want: Create Global Brands (2021)
2. Letters To My Daughter: A Father's View on Gender Equality (2021)
3. A Sales Man's Story: Tales of Sales Success (2020)
4. Efeturi: There Are Many Paths to Wealth (2018)

PARTIAL LISTINGS (ONLINE)

2021: Federal Ministry trains civil servants, honours business expert, Emmanuel Smart

<https://www.vanguardngr.com/2021/07/federal-ministry-trains-civil-servant-honours-business-expert-emmanuel-smart/>

2021: You Can Succeed Without Competing With Others

<https://www.bellanaija.com/2021/07/smart-emmanuel-success-competition/>

2021: Smart honoured with Integrity Merit Award

<https://www.thisdaylive.com/index.php/2021/07/05/smart-honoured-with-integrity-merit-award/>

2021: What To Do When We Experience Tough Time

<https://www.bellanaija.com/2021/07/smart-emmanuel-lessons-from-tough-times/>

2021: NAWOJ honours brand expert

<https://punchng.com/ogun-nawoj-honours-brand-expert/>

2021: How Nigerian Parents Can Raise Successful Entrepreneurs

<https://www.bellanaija.com/2021/06/smart-emmanuel-how-nigerian-parents-can-raise-successful-entrepreneurs/>

2021: Stralution CEO, Stanbic IBTC Head, Corporate, Investment Banking, others inducted as IMC fellows

<https://www.vanguardngr.com/2021/06/stralution-ceo-stanbic-ibtc-head-corporate-investment-banking-others-inducted-as-imc-fellows/>

2021: Accurate data behind my sales success, sales strategist Smart Emmanuel

<https://www.sunnewsonline.com/accurate-data-behind-my-success-sales-strategist-smart-emmanuel/>

2021: Smart Emmanuel understands the future of sales

<https://www.newtelegraphng.com/smart-emmanuel-understands-the-future-of-sales/>

2021: Emmanuel wants to use data to train salespersons

<https://www.thisdaylive.com/index.php/2021/04/26/emmanuel-wants-to-use-data-to-train-salespersons/>

2021: How we raised successful salespeople at cacophony – Smart Emmanuel

<https://www.pmnewsnigeria.com/2021/04/21/how-we-raised-successful-salespeople-at-cacophony-smart-emmanuel/>

2021: Smart Emmanuel aims at revolutionizing Nigerian Sales Industry

<https://www.vanguardngr.com/2021/04/smart-emmanuel-aims-at-revolutionizing-nigerian-sales-industry/>

2021: Emmanuel Smart wins Nigerian Landmark Achiever Merit Award

<https://www.vanguardngr.com/2021/06/emmanuel-smart-wins-nigerian-landmark-achiever-merit-award/>

2021: SELLING SERIES: WHEN THE CUSTOMER IS WRONG

<https://tushmagazine.com.ng/selling-series-when-the-customer-is-wrong/>

<https://www.nairaland.com/6743488/4-tips-use-when-customer>

2021: SELLING SERIES: COMPETITION IS A CANCER

<https://tushmagazine.com.ng/selling-series-competition-is-a-cancer/>

2021: SELLING SERIES: OWN YOUR OWN PIECE OF THE INTERNET

<https://tushmagazine.com.ng/selling-series-own-your-piece-of-the-internet/>

2021: SELLING SERIES: MAKE WHAT CUSTOMERS WANT

<https://tushmagazine.com.ng/selling-series-make-what-customers-want/>

2021: SELLING SERIES: HOW TO SELL SUCCESSFULLY by SMART EMMANUEL

<https://bit.ly/3e0urSF>

2021: SELLING SERIES: HOW TO CONVERT NO TO YES by SMART EMMANUEL

<https://TUSHMAGAZINE.com.ng/selling-series-how-to-convert-no-to-yes/>

2021: SELLING SERIES: GOING GLOBAL WITH YOUR BRAND by SMART EMMANUEL

<https://tushmagazine.com.ng /selling-series-going-global-with-your-brand/>

2021: SELLING SERIES: THE BORDER LESS INDUSTRY by SMART EMMANUEL

<https://bit.ly/3b6vWOB>

2020: TECH AND DATA ARE THE BEDROCK OF CONSISTENT SALES AND BRAND GROWTH - SMART EMMANUEL

<https://www.newtelegraphng.com/tech-and-data-are-the-bedrock-of-consistent-sales-and-brand-growth-smart-emmanuel/>

2019: SMART EMMANUEL WINS OVERALL BEST IN AFRICA AT SILICON VALLEY'S WEEKLY COMPETITION

<https://pmnewsnigeria.com/2019/08/01/smart-emmanuel-wins-overall-best-in-africa-at-silicon-valleys-weekly-competition/>

2018: EMMANUEL REVIEWS HAXAVIAN LAWS OF BUSINESS

<https://www.thisdaylive.com/index.php/2018/05/06/emmanuel-reviews-hexavian-laws-of-business/>

2018: SMART EMMANUEL EMERGES FASTIZERS PERSON OF THE YEAR

<https://www.vanguardngr.com/2018/12/smart-emmanuel-emerges-fastizers-2018-person-of-the-year/>

2017: Entrepreneurs Should Leverage New Emerging Consumer Trends – Expert

<https://leadership.ng/entrepreneurs-should-leverage-new-emerging-consumer-trends-expert/>

2015: THE WINNER OF SATURDAY'S ELECTION by SMART EMMANUEL

<https://thebrainquake.wordpress.com/2015/03/26/the-winner-of-saturdays-election/>

2014: BOKO – MYSTERY by SMART EMMANUEL

<https://thebrainquake.wordpress.com/2014/02/26/boko-mystery/>

Blogged on www.thebrainquake.com (2014-2019)

2012: SUYA OR DADDY'S HAND

<https://smartemmanuel.wordpress.com/2012/06/23/suya-or-daddys-hand/>

Blogged on www.smartemmanuel.wordpress.com (May-October 2012)

MEMBERSHIPS

- Fellow, Institute of Management Consultants (2021)
- Certified Member, International Council of Management Consulting Institutes (ICMCI) (2021)
- Senior Member, Lagos Country Club (2021)
- Member, Rotary Club (2021)
- Professional Member, American Society for Quality (2021)
- Professional Member, American Marketing Association (2021)
- Member and Influencer, Global Startup Ecosystem (2021)
- Columnist, Bella Naija
- Columnist, Tush Magazine
- Member, Young African Leaders Initiative (2019)
- Alumni Member, National Open University of Nigeria (2016)
- Guest Member, Team of TV Resource Persons, Inspiration Hour on MITV (2012 till date)
- Member, Students In Free Enterprise (SIFE), now known as Enactus (2007)
- Junior Member, Lagos Country Club (2005)
- Red Cross (2003)

EXPERIENCE

Founder and Chief Executive Officer The Stralution Company Limited (2017 till date)

- Led team to train over 20,000 sales and brand experts in 3years
- Responsible for designing and implementing company's overall strategy
- Worked with New Age electronics, L and L foods (Mr Ekpa), Fastizers Foods and Mabisco Foods to grow sales by over 200%.
- Helped clients design, create and launch successful products

- Grew team from 2 to 21 in 3 years
- Successfully authored 4 bestselling books

Client Work: L and L Foods

- Created and implemented strategy that led to increased total sales output by 250% in 3 months (with a 70% cut the budget) by reducing unproductive sales efforts, increasing in-market activations and inspiring strong customer relations; solving distributor and wholesaler slow sales challenges with in-store sales people and distribution team.
- Created and implemented a strategy that led to increased production output by 210% within 2 months (Production Output was previously at under 2,000 cases and we achieved 4,112 cases on month one). Partnering with the production heads, we inspired the team and repaired key machinery. We also eliminated bureaucratic bottlenecks in finance.
- I created a procurement template on google sheet that kept all success-drivers on their toes, delivering on their KPIs and achieving their to-dos per hour. I also timed expected production by hour to note what hour we are falling short or over performing.
- Reduced external funding for day to day operations to zero by focusing on eliminating waste and banned customer credit. Visited customers and shared the idea of payment in advance with them, helping them see how it will be a win/win for L and L Foods. We met all production needs and salaries without needing to raise any external funds from investors or draw from company savings. According to the financial records, this was happening for the first time since the company was created in 2014. We achieved this in our first month as consultants while the CEO was away on other business engagements in the USA.
- Helped promote teamwork and create work life balance for factory workers. During my bi monthly meeting with factory workers, I listened to their challenges. We made the factory a safer place to work, gave a one hour break and reduced their closing time to ensure they have time for family. I got the CEO to approve when I showed him how this won't affect the newly achieved production output. We eliminated unproductive effort and let unproductive staff go, rewarding hard working and dedicated staff.

Senior Manager (Strategy, Sales and Marketing), Fastizers Food and Confectionery Limited (2017-2019)

- Joined Fastizers on payment based on performance basis. I exceeded all set targets and was given a new portfolio along with a raise in my fourth month.
- Joined Fastizers at a time when product price adjustments in 2016 (before I joined) led to a 70% drop in annual sales (2016 vs 2017). Conducted an extensive research to find out the customers view of how we could turn our fortunes around. I proposed we increased product quantity to the previous 8 cookies per pack. The CEO and production team found a creative way to achieve this without increasing cost. I also recommended that we increase packs per carton (after testing this in a small market and seeing its impact). The total result of this research and nationwide implementation which I oversaw, led to a 700% increase in 2018 EBITDA vs. 2017 EBITDA.
- I joined Sales and retained my marketing portfolio after the success of my research and marketing work. I went on to become the Head of the Lagos office which was the Head Office annex. My team and I achieved and exceeded our targets 10 out of 12 months, exceeding our annual targets thanks to the months we had very big numbers. On two very tough months during the muslim fast when food consumption was low, we achieved 80% of set target.
- During my annual leave, I worked with a very creative designer to design our latest product that would go on to be the most successful and highly sought after SKU in the FMCG cookies space in Nigeria. The product (NIBIT) was drafted and created using the lessons selling in one year at Fastizers taught me. It was the answer to the yearnings of customers. I created a milk variant in addition to the initial chocolate variant. I used strong colours that caught consumer's attention at the first glance (purple and red).
- I used easy to relate words for Africans (milky instead of creamy) and easy to read lettering (bold and strong). Due to the failure of past product launches, the CEO made sure I handled this in totality without no distractions and refused to give me any budget for product launch. I used available resources and a team of 3 to launch what went on to become the most successful SKU in the cookie space. We were rejected on day one of the launch by traders. Once we tested that consumers loved the taste, we moved from selling the product to displaying, retailers got attracted and in one week, the entire market wanted to sell NIBIT.
- Increased modern trade sales by over 800% and led my team to recruit new hypermarkets and supermarkets across Nigeria. I initiated low cost

activations and product display and arrangement that led to sales boost and sustained growth.

- Theft among salespeople was very common before I joined Fastizers but I eliminated every room for theft among my team members ensuring systems worked. Five of my team members were promoted. I became the first manager to win staff of the month and went on to be given the award of FASTIZERS PERSON OF THE YEAR 2018. Upon my resignation, no member of my team had any stained record of theft or mismanagement. Two members of my team had risen to management after 3 years without a promotion.

Independent Downstream Oil and Gas Consultant, BW PLC (2013-2019)

- October 2013, I secured my first AGO supply contract with Bankers Warehouse Plc using my partners ENNYBETH 360, I went on to become the only AGO supplier for the company. Delivering US\$1,600,000 worth of AGO within 6 years by ensuring quality, timely delivery, securing new partnerships with AFMYS MEGA PETROCHEMICAL LIMITED that gave 3-4 month credit to Bankers Warehouse Plc, a feat other competitors struggled to achieve.
- During oil transporters strike action when top firms like MTN, AIRTEL and big banks couldn't get supply; my team being aware of the possibility of a strike action was fully loaded and supplied Bankers Warehouse Plc in the very dark strike period of 2015.

Co-Founder and CEO, Cacophony Solutions (2007-2012)

- Partnering with my friend Solomon Oni, we organized training on soft skills that can help people earn a decent income with a startup capital of \$20.
- Commercials for our trainings and events were featured in top radio and Tv outlets
- Thousands of participants across Lagos and Akure learned skills like selling phone accessories, FOREX trading, Oil and Gas marketing.

Senior Responsibility Executive and Acting CEO, The Olakunle Soriyan Company Limited (2011)

- I led the team to achieve the company's overall goals.

- I was promoted to the position of acting CEO two weeks after joining the company.
- I oversaw the management of Thought Revolution (TR) magazine, the management of our sister company - C3 (Corporate Culture Company) and other business units.

PUBLIC SECTOR LEADERSHIP

Ministry of Labour and Employment (Trained over 1000 civil servants on work and business skills of the 21st century).

EDUCATION

National Open University of Nigeria

October 2016 | Bachelor of Entrepreneurial and Business Management (Second Class Upper)

- Student with the overall best CGPA 2013

McTimothy Associates Consulting LLC

May 2018 | Strategic Selling and Sales Territory Management

Stanford University Graduate School Of Business

2018-2019 | Participant, Stanford Institute for Innovation in Developing Economies (Stanford Seed)

London Graduate School

May 2021 | Certified Management Specialist (CMS) with Distinction in Time Management

International Council of Management Consultant Institutes

May 2021 | Certified Management Consultant (CMC)

AWARDS

- Award of Appreciation (Federal Government of Nigeria – Federal Ministry of Labour and Employment) (2021)
- Award of Excellence in Sales, Brand Growth and Product Development (by National Association of Women Journalist) (2021)
- Nigerian Landmark Achiever Merit Award in recognition of my immense contribution to entrepreneurship development in Nigeria (by Landmark Africa Magazine) (2021)
- African Leader of Integrity Award for excellence in Business Management and Development (2021)
- Award of Excellence in recognition of my immense contribution to brand growth and production development (Rotary) (2021)
- Person of the Year (2018) - Fastizers Foods and Confectionery Limited
- Overall Best in Africa 2019 (Outvestor) - PIONEER.APP
- 11TH in the World 2019 (Outvestor) - PIONEER.APP
- Staff of the Month (May 2018) - Fastizers Foods and Confectionery Limited
- Best Trainer, Martco Consulting (2016, 2017 and 2018)

CONFERENCES ATTENDED

- AMA Higher Ed Virtual Conference (2021)
- Qatar Economic Forum (2021)
- InnoPower Going Global Summit (2021)
- Daystar Leadership Conference (2013-2019)
- Social Media Week Event (2020)
- Interswitch Connect Conference (2017)
- Manufacturing Association Of Nigeria Annual Conference (2018)
- The Platform (2014-2020)
- 7 Star Worker (2013)
- Ideas Going Global (2015)
- Next365 (2017-2019)

EVENTS ORGANIZED

- 2008 Leadership Training, Akure
- 2009 Beyond Your Imagination, Akure
- 2011 Mobile Tech Sales Event, Lagos
- 2012 Mobile Tech Sales Event, Lagos
- 2013 Downstream Oil And Gas Business Event
- 2014 Sales And Brand Growth Event

- 2015 Sales And Brand Growth Event
- 2016 The Outvestor Event
- 2017 Sales And Brand Growth Event
- 2018 Sales And Brand Growth Event
- 2019 Sales And Brand Growth Event
- 2020 Thriving Virtual Event

OTHER SKILL

LANGUAGES: English (Advanced Proficiency), Yoruba (Native)

GIFTS AND TALENTS

Abstract drawing and storytelling

INFORMATION TECHNOLOGY

Wordpress and HTML website development, email marketing with mailchimp, social media marketing and ecommerce management

OTHERS

Multi tasking, idea generation, problem solving, cycling and speaking.

Personal Website: www.smartemmanuel.com

Company Website: www.stralution.com

LinkedIn Page: <https://www.linkedin.com/in/smart-emmanuel-068653211/>

Personal Profile: <https://about.me/smartemmanuel/>

Twitter and Instagram: @iamsmartemma

Company Twitter, Facebook and Instagram: @Stralution

REFEREES

