

Job Description: Director of Sales

Location: Tanzania

Company Profile

SUMET is a fast-growing Tech-enabled distribution company transforming the process of new product launches, building credit scoring to provide BNPL to retailers and wholesalers.

Job Summary

Are you a strategic thinker and results-driven sales leader with a deep understanding of the FMCG sector? and current working in the FMCG sector? SUMET, a rapidly expanding company in the mosquito repellent market with the branding name (EX-PIDO), is looking for a **Director of Sales** to spearhead our sales operations and lead us to new heights across the nation.

Key Responsibilities

- **Strategic Sales Leadership:** Develop and execute an ambitious, data-driven sales strategy to achieve company growth targets. Identify market opportunities and drive initiatives that expand our brand footprint and boost revenue.
- **Team Building and Development:** Lead, motivate, and mentor a high-performing sales team, ensuring alignment with company objectives and continuous professional development.
- **Market Expansion:** Identify and penetrate new distribution channels, establish partnerships with key players in the market, and optimize current channels across the country.
- **Problem Solving and Decision Making:** Address challenges proactively with innovative, data-backed solutions, while navigating complexities in a competitive market.
- **Cross-Functional Collaboration:** Work closely with marketing, product development, and operations to ensure alignment across all functions in support of sales objectives.

Qualifications and Skills

- **Education:** Master's degree in Business Administration, Marketing, Sales, or a related field.
- **Experience:** 15+ years of proven success in FMCG sales, with a demonstrated ability to build, scale, and manage a sales organization.
- **Market Knowledge:** Comprehensive understanding of distribution channels across [Country/Region], including both traditional and modern trade.
- **Strategic Vision:** Exceptional skills in developing strategic plans and driving execution with a strong customer-centric approach.
- **Agility and Problem-Solving:** Demonstrated ability to adapt quickly, address issues with agility, and devise innovative solutions.

- **Strong Communication and Negotiation Skills:** Ability to build and maintain relationships with high-profile partners and customers while negotiating effectively.
- **Experiences in managed sales at class A FMCG** company in TZ and managed to introduce new brands to the market

Application Process

Interested candidates should submit their resume outlining their experiences and suitability for the role to hr.tz@sumet.co, hazem.afify@sumet.co (Subject Should be SUM10_24_Director of Sales)