

# JAWA A. MASOMO RESUME

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## SUMMARY

Professional Business Developer with more than 9 years of experience in sales, marketing and business development process involved in identifies business growth opportunities and develops strategies to increase company sales. Generates new contracts and sales leads to drive sales growth. Initiates project management for new client implementation and directs new sales initiatives. Manage large client relationships.

## AREAS OF COMPETENCE & SKILLS

- |   |                                     |
|---|-------------------------------------|
| ▶ <i>Outbound Marketing</i>                   | ▶ <i>Decision Making</i>            |
| ▶ <i>Negotiation Skills &amp; Closing</i>     | ▶ <i>Sales Channels Development</i> |
| ▶ <i>Competitive Market Growth</i>            | ▶ <i>Presentation</i>               |
| ▶ <i>Sales Training &amp; Team Leadership</i> | ▶ <i>Claim Management</i>           |

## PERSONAL INFORMATION

- ☐ Name: Jawa Ally Masomo
- ☐ Language: Swahili (Native) & English
- ☐ Age: 36
- ☐ Status: Married with two children

## PROFESSIONAL PROFILE

▶ **Marketing & Business Development Executive-Corporate** Jan/2017-Present

### ALLIANCE LIFE ASSURANCE LIMITED

To generate business and to expand the client portfolio through maintaining business relationships with clients, prospective clients, brokers, agents and other stakeholders; and to effectively manage the four marketing executive.

#### *Responsibilities & Experience:*

- To create Business Development Strategy in consultation with the CEO and implement through tactical plans to meet agreed targets (volume and value).
- To meet assigned sales targets by generating business from new and existing clients.
- Support developing, and pricing proposals, and oversee the submission of the packages.
- Development of the new business lines and markets and present business case/ plan to CEO for approval and implementation.
- Effective lead generation of credentials, pitch, maintain and build active pipelines.
- Direct and monitor marketing activities, mapping competitors, and trendsetter.
- Continuous brand management to ensure positive visibility of the company.
- Planned, supervised, and coordinated daily activities of 4 Sales Executive

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- Ensure that new clients will grow into loyal customer base in specialist niche market by implementing a new loyalty program.
- Developing and maintaining business relationships with prospective and current clients, brokers, agencies and other financial institutions, in order to generate new business.
- Planning and organizing personal sales strategy in line with company goals and strategy
- Prepare Tender, Submit and Follow Up
- Preparing monthly business sales reports.
- Provide products training to brokers, agencies and other prospective clients.

### *Selected Achievements:*

- **Successfully Developed** a strategy that resulted in reversing negative business growth, and boosting sales turnover within less than 2 years while maintaining one of the highest profits.
- **Directed over 25 successful marketing activities** including trade shows, seminars, and promotional campaigns to promote PR, brand awareness, and lead generation.
- **Achieved or exceeded sales target** for 2 consecutive years, despite market circumstances.
- **Recruited, trained & coached 10** sales executives on knack of selling, consultative selling, product knowledge, developing proposals and presentations, and closing best techniques.
- **Expanded customer base** while maintaining excellent client rapport, despite intense market competition.
- **Designed and implementing new Bima Maisha product (Nishike Mkono & Nikinge Bima) together with Tanzania Commercial Bank.**
- **Acquired & maintained 15+ lucrative accounts** spanning different industries e.g.
  - ▶ **Financial Institutions** (TCB, Absa Bank, PBZ Bank, ACB Bank, Bank of Africa, NMB Bank, Equity Bank,
  - ▶ **Private Companies** (Engender Health Global, Norwegian Refugee Council, JSI Global, Amref Health Africa, Walter Reed, World Vision Tanzania, Barrick Gold Mine, Tanga Cement, Vodacom and Swiss Port Tanzania)
- **Conducted Sales & Marketing strategies** that converted competitors to business partners.
- **Coordinated ongoing training sessions to educate clients** on products features.

### ► Marketing and Principal Officer

Sept/2015- Nov/2016

### **Essence Insurance Broker**

Responsible for managing insurance broker on daily basis to deliver business growth excellent customer service operational compliance staff performance and development.

### *Responsibilities & Experience:*

- To provide leadership and compressively manage the activities of the broker including business generations management and grow insurance business by meeting the targets from time to time.
- Plan, organize and coordinate day to day running of the broker.
- Respond to customer enquiries and handle customer claims.
- Negotiating the terms of an agreement and closing sales
- Liase with regulator (Tira) and provide all necessary reports.
- Undertake market research in order to identify and recommend competitive products and services.
- Provide report on the state of the business to the board.
- Developing and maintain good relationship with client's primary insurance company.

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- Accomplish broker's objectives by establishing plans, budgets and results measurements; allocating resources; reviewing progress; making mind-course corrections.
- Review financial statement, sales and activity reports and other performance data to measure productivity and a goal achievement and to determine areas needing cost reductions and program improvement
- Provide leadership and vision to the broker by assisting the management and staff with development of long range and annual plans and reporting progress of the plans.
- Representing the company at trade exhibitions, events, conferences, seminars and demonstrations.

### ► Sales & Marketing Executive

April/2013– Jun/2015

#### AFRICAN MEDICAL INVESTMENT (AMI HOSPITAL)

##### *Responsibilities & Experience:*

- To focus on identifying new business opportunities that fit the strategic direction of the Hospital, and maximizing the outcomes of those opportunities.
- Maintain extensive knowledge of current market conditions and ensure that any directly relevant information is communicated to key stakeholders.
- Coordinate with the Corporate Marketing Team to monitor and analyze hospital media exposure.
- To create and be accountable for all client proposals, contracts, and associated documentation.
- Preparing, planning and project managing the publication of all publicity advertisement to maximize brand promotions.
- Billing the Insurance Client such as AAR, Metropolitan, Jubilee and Resolution Insurance Company.
- Negotiating the terms of an agreement and closing sales.
- Following up pre-authorization payment from the insurance companies.
- Maintaining relationship with clients by providing supports information and guidance.
- Managing the production of marketing materials, including, leaflets, posters, flyers, and newsletters.
- Develop, draft and distribute media releases/advertisements that meet the marketing strategy of the Hospital and that comply with set policy guidelines.
- Plan and execute events (public awareness campaigns, media and publicity campaigns, staff annual function and social responsibility projects) in coordination with the Marketing Department and the Hospital Directorate.
- To develop and implement public relations strategies to position the Hospital as a premier health care provider.
- Follow up overdue payment to customers by telephone, email and letter within the agreed timely.
- To develop and execute marketing business plans.
- To develop relationships with businesses and community groups to promote the Hospital and Hospital Services
- Perform any other duties assigned by Managing Director.

##### *Selected Achievements:*

- Manage to create a smooth flow to client on receiving our services by making sure my team does what is supposed to be done at the proper time.
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- Promoting Antenatal package system to client – On this I manage to increase the number of client to the clinic since it was cheaper and also increased income to the hospital by assuring the number of clients who will deliver at the hospital.

## MO ASSURANCE COMPANY LIMITED

### *Responsibilities & Experience:*

- Register and process claims
- Attending third party claimant and third parties and advising them about the necessary documents needed for processing their claims.
- Appoint assessors/investigators and surveyors for various assignments regarding claims.
- Receiving and recording of the reported claims.
- Cross-checking the submitted claims documents if they are proper and registering them into the claims register.
- Receiving, scrutinizing and registering claims as reported by Micro Ensure (Finca claims, Opportunity claims and Amani Health claims); and processing the legitimate for payment approval by the seniors.
- Liaising with brokers and/or clients for all relevant documents, to ensure that the claim file is complete before further processes.
- Attending to claimants' queries with regard to their claims and where urgency directing them to the Claims Manager.
- Assisting the Claims Manager in appointing the assessor, surveyor or investigator to examine and authenticate the genuineness of the relevant claims documents and/or the accident or loss.
- Maintaining and updating of the claims records.
- Preparing and processing of the legitimate claims for payment processes as instructed by the Claims Manager and/or Deputy General Manager.
- Attending to legal queries pertaining to claims under the supervision of Claims Manager.
- Assist the Finance and Administration Department in secretarial and legal matters.
- Maintain and update manual files/records and computerized filling and prepare reports for outstanding claims.

### EDUCATION & PROFESSIONAL DEVELOPMENT

**Bachelor**, Banking and Finance [2013], Institute of Finance Management, DSM

**Diploma**, Insurance and Risk Management [2010], Institute of Finance Management, DSM

**Certificate**, Insurance and Risk Management [2009], Institute of Finance Management, DSM

**Advance Level**, ACSEE Certificate [2008], Green Acres International School, DSM

**O'Level**, CSEE Certificate [2005], Bwawani Secondary School, Morogoro

**Primary School Education**, PSEE Certificate [1999], Muhimbili Primary School, DSM

### TRAINING, extensive courses in the following

- |   |  |
|---|--|
| <input type="checkbox"/> Corporate Sales Certificate 2017           | <input type="checkbox"/> Negotiation Skills Certificate 2018                 |
| <input type="checkbox"/> Customer Sales Excellence Certificate 2012 | <input type="checkbox"/> Advance Sales Proficiency Certificate 2010          |
| <input type="checkbox"/> Baccassurance Certificate 2019             | <input type="checkbox"/> Customer Care Proficiency Certificate 2009          |
| <input type="checkbox"/> Performance Appraisal Training             | <input type="checkbox"/> CII-Chartered Institute of Insurance UK-On Progress |

## AWARDS AND RECOGNITIONS

- Best Employee of the year 2018

## REFEREES

1. Mr. Felician Gilambo,  
Chief Commercial Officer,  
Finca Microfinance Bank  
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Dar es Salaam, Tanzania.  
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2. Mr. Francis Kaaya,  
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3. Dr. Bernard Mzava,  
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## DECLARATION

I hereby certify to the best of my knowledge and belief that the information given in this document is correct.

**Jawa Ally Massomo.**