



**JEAN S.K. YENA**  
SVP Sales & Business Development, M.Sc.

Sales & Business Development   Marcom and PR   DCX & DFS  
Innovative Design Thinking and Complex Problem Solving

38 years old - Driving License  
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Togo

Results-driven sales and marketing leader with extensive training, certification, and experience. Proven success in managing business-to-business-to-consumer-to-government (B2B2C2G) and international executive business development efforts to optimize market share and drive billions in revenue. Builds and leads teams in developing and executing effective marketing sales strategies to achieve revenue targets and high customer satisfaction ratings. Creative and adaptable problem solver in dynamic and fast-paced environments. Computing proficiency in Salesforce, customer relationship management (CRM) and customer value management (CVM), enterprise resource planning (ERP), SAP, and Oracle platforms and software. Bilingual, native in French and fluent in English.

Areas of expertise: CRM and Sales Force, Business Development and Expansion, Key Account Management, Customer Service and Relations, International Relations, Revenue Management, Marketing Operations Oversight, Business and Strategy, Marketing Analytics (Digital Marketing, Data Driven Marketing, Marketing Data, Market Analytics (segmentation and tactical analytics \*A/B testing), Quantitative Marketing \*KPI's: ARPU and Customer Life Value, MOU, RPM), Strategy Planning and Execution, Brand Development and Positioning, Supply and Procurement Management.

## EXPERIENCES

### Senior B2B Sales Manager

TOGOCOM Group - Since September 2021 - Full-time - Lome - Togo



Under the B2B Director supervision, the Senior B2B Sales Manager defines and coordinates all key and major account sales activities in order to develop the business of TOGOCOM through the sale of products and services to B2B customers.

A few key achievements in this role include:

- Increase in 2021 by 11% the B2B revenue in participating to and empowering business development strategy on all market segments: Key and Big Accounts, SMEs, VSEs or SOHO and Professionals.
- 360° decision-making oriented with sales activities analysis centrality and B2B customers needs anticipation by business solutions providing by the marketing teams.
- Positive influence with a dynamic collaboration in synergy with the Pre-Sales, Sales and with Marketing teams by establishing an action plan for each B2B account.
- Championing smartly the new technologies vision to support the B2B clients in their business challenges, and the implementation of account plans strategy.
- Opportunities driven by defining the response strategy to bid solicitation or RFPs.

### Country Manager

REGUS - IWG plc. - April 2021 to May 2021 - Full-time - Lome - Togo



As Regus-IWG plc. Togo Country Manager and Confortis Properties Group Chief Operating Officer, with Managing Director rôle on Tour Passeport Lome property, I led more than 50-member direct executive and operational teams in business development efforts for 5 countries across Togo, Benin, Burkina-Faso, Niger and Mali. Among other functions I managed a couple of profit centres as rooms and suites, restaurants and bars including an upscale sky lounge bar, in addition to snacking, coffee, juice and yogurt spots. I also developed and implemented the SFPs and SOPs policies to improve customer satisfaction, customer loyalty, service quality, and employee awards. Naturally, I handle the supplies relations apart from the others internal and external major stakeholders.

### Chief Marketing & Communications Officer | Founder and Business Manager



Ant Thinking® - Since December 2020 - Consultant - Lome - Togo

Providing innovative and bespoke complex problem solving solutions with marketing mindset sense.

SELECTED CONTRIBUTIONS:

- Developing and executing the company's business strategies.
- Providing strategic advice to the board and chairperson.
- Preparing and implementing comprehensive business plans to facilitate achievement.

## SKILLS

### Marketing, Communication & PR and Sales

- Strategic marketing ★★★★★
- Operational Marketing ★★★★★☆
- Product Marketing ★★★★★
- Marketing Communications ★★★★★
- Market analysis ★★★★★☆
- Marketing Management ★★★★★☆
- Marketing Research ★★★★★☆
- KPI: ARPU, MOU, RPM, MRR, CHURN, COCA, CLTV ★★★★★☆
- Management of national and international advertising campaigns ★★★★★☆
- Implementation of special operations and B2B partnerships ★★★★★☆
- Strategic recommendation on a global communication approach ★★★★★☆
- Coordination of external partners (agencies, institutes, service providers, etc.) ★★★★★☆
- Briefs preparation ★★★★★☆
- Resources and budget management ★★★★★☆
- Accounts management: organization and animation ★★★★★
- Sales force management ★★★★★
- Commercial action plan ★★★★★☆

### LinkedIn Certifications

- Create an integrated online marketing plan ★★★★★☆
- Manage high talent potentials ★★★★★☆
- Content Marketing: Social Media and the Editorial Calendar ★★★★★☆
- Le social selling ★★★★★☆
- Social Media Marketing: The ROI ★★★★★☆
- Digital Transformation ★★★★★☆

### ERP

- ERP aknowledge (Entreprise Ressources Projects) ★★★★★☆
- IPM - IT Procurments Management. ★★★★★☆
- Data WEB - Monitoring and control system of hotels booking availability. ★★★★★☆
- Sales Force (A.N.A.I.S - Accor New Application Integrated Sales). ★★★★★
- Infor EzRMS - Revenue management: revenue optimization tool. ★★★★★

### Graphic arts, DAO & Web design

- Photography, Adobe Suite 2020 (Photoshop, Illustrator, InDesign, Premiere, After Effect, Lightroom), Vegas STUDIO ★★★★★☆
- Web design with Wordpress ★★★★★☆

## Director of Sales and Marketing

Hotel 2 Fevrier - December 2018 to December 2020 - Full-time - Lome - Togo



Oversee the development and execution of independent marketing platforms and strategies for this hotel comprising 320 rooms, eight food, beverage, and wellness sites, and several meeting and conference rooms with \$17M in revenue (USD).

Conduct regular marketing analysis and competitive research to support international business development and salesforce success. Lead projects and teams in developing and presenting sales and marketing pitches with a focus on revenue management and market share optimization. Manage high profile and key customer accounts. Negotiate third-party contracts with travel agencies (TAs), global sales agencies (GSAs), tour operators (TOs), and direct web businesses.

### SELECTED CONTRIBUTIONS:

- Led international brand positioning efforts as part of Kalyan Hospitality Development based in Dubai.
- Managed the development of corporate, transient business, and other market segments.
- Designed innovative brand logos and imaging to bring a new identity and corporate value to guests, employees, and digital marketing.
- Increased lead generation by 127% in 2019 through rebranding as well as print and digital strategies including mobile campaigns.
- Provided strategic direction and insight for the establishment of a customer loyalty program.
- Successfully completed the repositioning of the hotel for rebranding with a newly redeployed sales team.
- Implemented the marketing strategies and significantly exceeded annual room revenue by 9% with a RevPar index increase of 3% for the year-end 2019.
- Maintained high quality client relations through effective communication and service of customer accounts, which achieved an 88% rate in customer retention and satisfaction.

## Director of Sales and Marketing

Golden Tulip Hotels, Suites & Resorts - September 2016 to November 2018 - Full-time - Cotonou - Benin



Managed the development of marketing platforms and strategies for Golden Tulip Hotels as part of the Louvre Hotel Group accommodating 140 hotels in 34 countries with 1.6B in revenue (€). Led internal and external international business development efforts across multiple market segments. Performed marketing analysis and research and made recommendations to maximize revenue and improve operations and sales distribution. Managed third-party relations and contracts. Prepared and submitted executive sales and marketing reports to senior leaders.

### SELECTED CONTRIBUTIONS:

- Established and implemented new pricing policies with a focus on revenue optimization and management.
- Drove concepts and provided insight for a customer loyalty program.
- Successfully completed the positioning of the hotel for the pre-opening with 10M in revenue (€) in 2017 and for the grand opening in 2018 with 12.3M in revenue (€).
- Developed and implemented an innovative digital marketing strategy with a top position in search engines and rate comparison websites.
- Increased lead generation by 310% in 2018 through rebranding as well as print and digital including mobile marketing campaigns.
- Exceeded the total annual revenue budget by 23% and a RevPar index increase of 34% for year-end 2018 vs. 2017.

## Regional Sales and Marketing Manager i/c Distribution, Res & Revenue Management



AZALAI HOTELS - March 2015 to August 2016 - Consultant - Bamako - Mali

Led 30-member sales team in regional marketing and sales efforts for 10 hotels, 110+ regional accounts, and €79.95M in revenue across Benin, Guinea Bissau, the Ivory Coast, Senegal, Guinea, Nigeria, and Togo.

Managed reservation, revenue, and distribution for all operative hotels in Mali, Guinea Bissau, Benin, Guinea, Nigeria, and Togo. Developed and implemented policies to improve customer satisfaction, customer loyalty, quality, and reclaims. Reviewed and managed requests for proposals (RFPs), rates proposals, and rates negotiations.

### SELECTED CONTRIBUTIONS:

- Participated in key decision making for major accounts and global sales agency relations.
- Served as sales trainer throughout 2015 and 2016 for the West Africa region. Coached and mentored a sales, marketing, reservation, and revenue team of 28 people to manage all sales, marketing, and training capacities, which helped grow sales by over 21% in 2018.
- Achieved 35% over quota on booked sales and 55% over quota in partnership marketing.

## Additional Experience

Various sectors - October 2007 to February 2015 - Full-time

- Director of Sales, Marketing, and E-Business (July 2014 – February 2015) • Hotel Sarakawa, Lome, Togo

## IT

- Windows and OS systems, MS Office environnement: Word, Excel, PowerPoint, Publisher, Project Manager ★★★★★
- SPSS / Stata / EPI Info et data base for statistics research ★★★★★☆
- TABLEAU for data modeling and visualization ★★★★★☆
- Basic knowledge of HTML with A4Desk and hardware & software notions. ★★★★★☆
- MICROS Fidelio Suite 8: Hospitality internal management system ★★★★★
- NEXUS: Hospitality Sales Leads & Opportunities tool system (Owner: WORLDHOTELS) ★★★★★
- GATEWAY: Hospitality Pricing & Planning tool system (Owner: WORLDHOTELS) ★★★★★☆
- MICROS Opera 9: Property Management System ★★★★★

## Systems Thinking & IS

Create synergy in projects the size of an information system, using my solving-problems aknowledges of different trades IT, ICT and my desire to work in a team. Expand and develop those activities in a local, regional and international context (international mission, expatriation...).

★★★★★

## Management Trainings

- Responding to aggression ★★★★★
- Manage team to excellence ★★★★★
- Sales Pass & Distribution - Sales & Distribution Dimension - ACCOR Academy (Evry, France): Mathematics applied to Revenue Management & Distribution. ★★★★★
- Understand and build budget ★★★★★
- Sustainable Development ★★★★★
- Know to build my evaluation ★★★★★
- Second intervention team member ★★★★★☆

## Languages

- French: Native ★★★★★
- English: Professional level ★★★★★☆
- Italian: Basic concepts ★★☆☆☆

## INTERESTS

### Music

Worldwide musics

### Traveling

Business Travel, Trips & Cruises

### Sports

Football, Tennis, Swimming

### Literature

- Business, Economy, News, Marketing & Communication, Management
- General culture
- Personal development

### Arts

Painting

- Country Director of Sales and Marketing | Cluster team member of Subsaharan and South Africa, Indian Ocean, and Middle East regions (September 2011 – July 2014) • ACCOR, Lome, Togo.  
i/c of key accounts of: SUBSAHARAN AFRICA | SA | INDIAN OCEAN | MIDDLE EAST - SA, Benin, Cameroon, Chad, Democratic Rep. of Congo, Ivory Coast, Ghana, Equatorial Guinea, Madagascar, Mauritius, Reunion Island, Nigeria, Senegal, Togo.  
36 Hotels | 5,535 Roms | 13 Country Sales Managers | +65 Key Accounts | +€ 14 million net benefits.
- Regional Account Director (October 2008 – November 2011) • Visual Communication, Lome, Togo.  
i/c of top accounts of: TOGO | BENIN | BURKINA-FASO | DR CONGO | NIGER.  
8 Regional subsidiaries | 18 Sales | +45 Key accounts | +€ 7.3m
- Sales Agent Representative (October 2007 – October 2008) • Allianz Togo Assurances, Lome, Togo

## EDUCATION

### **CIM Level 6 Diploma in Professional Marketing (in progress)**

**CIM | THE CHARTERED INSTITUTE OF MARKETING**

Since 2021

The Diploma in Professional Marketing will establish knowledges, skills and understanding enabling to perform at a management level and carry out an essential and successful professional marketing role within the workplace.

### **Systems Thinking Certificate (in progress)**

**CORNELL UNIVERSITY'S INSTITUTE FOR PUBLIC AFFAIRS**

Since July 2019

Analyze complex situations and foster a culture of organizational learning. Ability to integrate systems thinking concepts, principles, and practices to improve existing processes, operations, and thinking patterns, ultimately developing a more three-dimensional mindset in both work and life.

MODULES: Framing Complex Problems with Systems Thinking, Using the Four Simple Rules of Systems Thinking, Visualizing and Modeling Complex Problems, Building Analytical and Emotional Intelligence with Systems Thinking, Designing Organizations for Systems Thinking, Becoming a Systems Leader.

### **Real Solution Selling**

**WORLDHOTELS - " THEACADEMY " & IFH GMBH - INSPIRATORS FOR HOSPITALITY**

October 2015

Identify the customers desired vision and creating a tailor made solution.

Hopitality Performance Solutions Program

### **EzRMS Certificate - Revenue Management**

**INFOR EZRMS**

May 2014

Infor EzRMS Certificate of Completion - Revenue management: optimization tool.

by Anne-Catherine Pennel (Infor EzRMS) for Accor

Industry: Hospitality and F&B

### **Sales & Distribution Dimension - Sales Pass & Distribution**

**ACADÉMIE ACCOR**

February 2013

ACCOR Certificate - Mathematics applied to Revenue Management & Distribution.

Industry: Hospitality and F&B

### **Master - Marketing Management**

**INTERNATIONAL SCHOOL OF MANAGEMENT (ISM) - DAKAR (SENEGAL)**

October 2007 to November 2009

Masters of Science Graduate Diploma : Specialized Master

### **Bachelor - Marketing Communication**

**INSTITUT AFRICAIN D'ADMINISTRATION ET D'ETUDES COMMERCIALES (IAEC) LOME (TOGO)**

October 2006 to July 2007

Diploma of Professional Graduate Studies (professional degree)

### **Advanced Technician's Certificate - Selling**

**DEFITECH - LOME (TOGO)**

November 2004 to June 2006

Selling advanced technician's certificate

### **Baccalaureate Sc. & Economy (G3) - Marketing & Selling**

**ITP LAROUSSE - KPALIME (TOGO)**

September 2001 to June 2004

Specializing in technical measurable and qualified management : market searching, business organization, procurement and purchasing, logistics, sales action & negotiation.