

Wisdom Chukwuebuka Godwin

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Professional Summary

Strategic and performance-driven Sales, Product, and Supply Chain Manager with 9+ years of experience in driving market expansion, leading product innovations, and optimizing operations across diverse industries. Demonstrated success in managing cross-functional teams, analyzing consumer insights, and developing customer-centric solutions that elevate brand presence and revenue. Adept in end-to-end product lifecycle management, supply chain coordination, and agile project delivery. Strong communication and leadership capabilities, with proven ability to align business objectives with strategic planning.

Key Skills

- Product Development & Management
 - Market Research & Analysis
 - User Experience (UX) Design
 - Strategic Planning & Execution
 - Cross-Functional Team Leadership
 - Stakeholder Engagement
 - Data-Driven Decision Making
 - Agile Methodologies (Scrum, Kanban)
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Professional Experience**Market Consultant**

HappiFoam, Asaba

Dec 2024 – Present

- Spearheaded the establishment of a new branch, conducting market research in Asaba to identify customer preferences and inform product design.
- Led recruitment for a sales team, implementing performance metrics that propelled market engagement.
- Designed a competitive mattress product tailored to local demands, ensuring market entry success.

Market Consultant

Greenearth Nigeria, Kano

Feb 2024 – Oct 2024

- Conducted market research in Kano to analyze consumer perceptions of fiber mattresses, advising on tailored product positioning to overcome consumer fears.
- Collaborated on strategies aligning product offerings with local market needs, contributing to successful market penetration.

Sales Manager

HappiFoam, Kaduna

Jan 2018 – Dec 2023

- Led HappiFoam's successful entrance into the Southern Nigerian market, driving revenue to 60% of overall sales within one year.
- Developed product specifications and pricing strategies, resulting in a product dominating the market for two consecutive years.

Market Research Assistant

Altech Fzco International, Lagos

Feb 2015 – Nov 2017

- Conducted market research and analysis of printing businesses in Surulere and Lagos Island to assess their capacity for adopting Sharp's MFP products.
- Exceeded customer invitation targets for a major product exhibition, successfully engaging 72% of targeted printers.

Key Technology Products Developed**Payguard Escrow Application** *(Collaborative Project)*

- Developed a web and mobile escrow service application using Laravel PHP and Dart, contributing to flowchart designs enabling peer-to-peer escrow without a third party.

WetaApp *(Sole Creator)*

- Designed a multi-vendor SaaS application using React.js for in-house ordering, enhancing customer experience through QR code technology and integrated group messaging.

Uraio *(Collaborative Project)*

- Developed an online shopping mall with a PHP backend, creating flowcharts and wireframes to streamline user experience and product search.
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Education

BA Philosophy

University of Abuja, Nigeria

May 2013

Certifications

- Goethe-Zertifikat B2, 2025
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Languages

- English (Mother Tongue)
- German (B2)