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**Introduction:**

Victor is a consummate CSR professional with a best-in-class understanding and experience in handling strategic CSR matters including Corporate Governance; Strategic, Structured and Sustainable Giving; Donor Fatigue; Stakeholder Mapping; Implementation truancy; Fund Generation, Deployment and Accountability. He has managed teams to achieve leadership of the CSR space in Nigeria in the last five years and has a personal interest in nature and the environment. Victor is also a marketing manager and has deployed winning strategic marketing and business development initiatives to achieve success in start-up and fast-paced Manufacturing, ICT, Real Estate and Telecoms environments.

**Work History:**

**MTN Nigeria Foundation** **September 2010 to Date**

**Portfolio Manager, MTN Foundation**

In this role in the last five years plus, I have established, nurtured and managed relationships with federal and state governments and legislators in the following ways:

1. Supervised application process from States and federal government ministries, parastatals and officials for various projects in the education and health sectors
2. Managed third party partners including for-profit and NGOs to implement projects in the communities across Nigeria
3. Managed teams to design and execute commissioning ceremonies for these projects which entailed the involvement of high level state officials including state governors, federal and state legislators, permanent secretaries, directors etc.
4. Built and managed relationships with officials at federal, state and local government levels for MTN foundation and MTN Nigeria
5. Engaged state governments for right of way issues to enable the laying of fibre optic cables and other telecoms infrastructures across states
6. Partnered with the enterprise solutions division to make inroads and deliver product and service sell-in and upgrades to government ministries and parastatals across Nigeria.

**Entrepreneurship September 2009 to August, 2010**

Set up and managed continuing Retail and Haulage businesses.

**Crown Realties Plc July 2007 to August 2009**

**DGM, Marketing**

***Key Accountabilities:***

* Plan and deliver company revenue projections
	1. Segmented Nigerian real estate market by decision drivers,
	2. focused company on identified areas of strength,
	3. provided strategy to deliver agreed segment targets
* Manage Crown Realties to become a top 3 corporate brand in the Nigerian real estate industry within 24 months
	1. derived business intelligence,
	2. identified brand muscles & positioning,
	3. launched and aggressively leveraged brand positioning and logos
	4. Matched segmented communications with most appropriate media
	5. Created relevant merchandizing items and placed at key segment touch-points (air-lines, lounges, wedding and event centres, HORECA etc)
* Extend the Crown Realties product portfolio to Nigerians in the diaspora and increase revenue contribution from that segment to at least 15%
	1. Sequel to segmentation provided relevant brand positioning and leveraging platforms, identified relevant countries & aggressively communicated availability.
* Resource, develop and lead the marketing team
	1. Constituted a brand new marketing team structured along the segments addressed and made up of Nigerian and international staff.

Key Achievements:

1. Reversed a major decline in revenue and profitability to consistently deliver annual revenue of N3.1b from my first year.
2. Brought Crown Realties to number 3 real estate brand in the industry in the 4th quarter of 2008 – moving from No 6 - as measured by an independent research study.
3. Built and managed a marketing team of 5 staff and several freelancers to deliver the above results.
4. Created a surge in diaspora purchases of Crown property to constitute 35% of total revenue in 2008 from less than 8% before then.

**MTN Nigeria Communications Limited November 2001 to August 2006**

**Marketing Manager**

***Key Accountabilities:***

* Plan core network roll-out along with Network Group: conducted the following studies
	1. Market segmentation
	2. Disposable income map of Nigerian cities and communities
	3. Comparative telecoms services mapping with related products & services to key markets
* Guide the development of marketing communications and corporate branding and measure performance versus targets.
	1. Content articulation, development, testing and interpretation
	2. Media identification, planning and buying
	3. Performance count by message, by channel, by media
* Provide consumer insight for product development and performance monitoring
	1. Conducted product and total offer tests including services performance ranking
	2. Developed product/service performance standards and KPIs, and tracked/reported performances
* Guide the pricing of all MTNN products through customer led research studies
* Resource and develop the MTN Business Intelligence team

***Key Achievements:***

* Worked with team to deliver MTN Nigeria’s aggressive core network roll-out from 2001 to 2006.
* Played key part in deploying MTN Nigeria’s highly effective marketing communications that resulted in brand’s current industry leadership.
* Delivered the first industry-wide segmentation of the Nigerian telecoms market in 2004 working with a multinational market research company.
* Studied and delivered the current ‘Everywhere You Go’ Pay-off line for MTN Nigeria which was later adopted across all MTN Opcos in 2006.
* Built the MTN Nigeria business intelligence department from scratch.

**Associated Communications Technology Ltd February 2001 to August 2001**

**Sales Manager**

Key Accountabilities:

1. Manage existing private sector business accounts across Nigeria and deliver on repeat business, overall volume and profitability targets (needs identification, solution provision, service and solution embedding)
2. Acquire new accounts and maintain new business contribution of at least 25% to annual revenues
3. Deliver consistently at least 75% customer satisfaction score on both new and existing businesses.
4. Develop self-starter sales team for the business

Key Achievements:

1. Delivered the first Oil & Gas business for the maintenance of Chevron’s Onshore communication VSATs in the Niger Delta worth N125m per annum.
2. Restructured ACT’s Sales team to cover the entire country with Key Account Teams for the first time and thereby increased turnover by over 110% in the first 6 months.

**Nigeria Tobacco Company Plc August 1998 to 2000**

**Area Manager (North East)**

Key Accountabilities:

1. Deliver area sales target in terms of volume and value share
2. Increase Area distribution performance to gain at least 60% facings share at points of sale
3. Position key brands in the Marketing Areas in the top three slots measured by TOMA, Brand Preference, and Availability
4. Continuously develop Sales & Trade Marketing Representatives to deliver relevant marketing, facings, and distribution targets
5. Manage existing and develop new dealerships at key markets

Key Achievements:

1. Reversed sales decline in the North East marketing area and increased turnover by 65% YOY from 1998 to 2000.
2. Repositioned brand Excel to the top 2 cigarette brands from No 8 in the North Eastern market through targeted promotions and event activations.
3. Won the best Area Marketing Manager in 1999 out of 5 marketing areas across Nigeria, judged by volume delivered, market development, key brand indicators in marketing area (TOMA, Total Awareness, Key brand performance, merchandising scores, HORECA performance)

**Nigeria Tobacco Company Plc. October 1997 to July 1998**

**Asst. Market Research Manager**

Key Accountabilities:

1. Supervise third party agencies in the delivery of market insight
2. Provide market insight to the business under the supervision of the Market Research Manager

Key Achievements:

1. Delivered under supervision, the first NTC’s retail census in Nigeria which enhanced the identification and management of HORECA outlets across Nigeria.
2. Designed and deployed the first business performance dashboard for NTC
3. Drove the retail presence campaign through a retail audit system which placed NTC in the top 3 retail availability count for FMCGs in Nigeria in 1998.

**Nigeria Tobacco Company Plc February 1997 to September, 1997**

**Management Trainee**

Key Focus Areas of the training:

1. NTC’s Manufacturing Plant and processes
2. Leaf farming, curing and procurement processes
3. Marketing, Sales operations and processes
4. Logistics operations including leaf transportation and final product transportation logistics
5. Human Resources Operations
6. Finance operations including NTC’s cost/management accounting processes, treasury management etc.
7. Staff welfare including staff canteen, clubs and other initiatives

Key Achievements:

1. Worked with other management trainees to review NTC’s staff handbook with several performance motivating initiatives introduced.
2. Tripled sales performance of the Okene Marketing zone within 4 weeks and forestalled a planned wind up of the marketing zone.

**Academic Qualifications**

1. **BSc. Econs** (2nd class upper division);
2. **MBA** (Lagos Business School);
3. MBA (University of Bradford, London - in view)

**Membership of Professional Organisations**

1. Affiliate Member - Chartered Institute of Marketing (cim) London;
2. Member-Nigeria Market Research Association (NiMRA);

**Strengths:**

1. Strategic view of business
2. Leadership and people development
3. Commercial understanding: Sales, Business Development & Sales
4. Effective stakeholder definition and management
5. Brand development and maintenance, including CSR impact on brand and corporate image
6. Cause Marketing

**Interests**

Writing (Published work - The Soft Stone), Singing, Swimming, Architecture & Building Designs

**Referees:**

**Etim Don-wills**

Director of Marketing, Sub-Sahara Africa at Ericsson

Mobile: 08034030633

**Rotimi Odusola**

Legal Director at Guinness Nigeria

Mobile: 08032001156**Information**