

BEFIKADU BELETE

Supply Chain & Logistics Operations Leader | WMS/TMS Systems, KPI Performance Management, Fleet & Distribution Operations

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12+ Years

EXECUTIVE LEADERSHIP

3,500

OUTLETS DIGITIZED TO M-PESA

\$27.8M

ASSET PORTFOLIO (ETB 4.45B)

25%

LOGISTICS COST REDUCTION

243-Person

LOGISTICS WORKFORCE

89

NETWORK SITES

PROFILE

End-to-end supply chain and logistics executive with 12+ years directing large-scale network operations, logistics strategy, and operational excellence across FMCG/beverage (Heineken Ethiopia) and telecommunications (Safaricom Ethiopia). As Head of Logistics, Planning and Distribution at Heineken, led a 243-person workforce and transformed warehousing, transport, and fleet operations through WMS, TMS, and TPM methodology on SAP, Oracle, and Microsoft Dynamics (Navision) systems, cutting third-party logistics costs by 25%. Subsequently extended this strategic leadership into large-scale network management at Safaricom, directing an 89-site distribution network and a BTS/network asset portfolio through digital transformation and commercial excellence. Brings a full-cycle, cross-functional leadership approach spanning warehousing, freight, fleet, demand planning, and distribution strategy — applicable across manufacturing, retail, FMCG, and 3PL environments.

KEY ACHIEVEMENTS

- **Full-network systems & operational excellence:** Transformed WMS, TMS, and TPM methodology on SAP, Oracle, and Microsoft Dynamics (Navision) across a full production-site supply chain network — warehousing, fleet, and inbound/outbound transport — with real-time tracking of shipment and carrier performance.
- **Workforce leadership & organizational capability:** Directed a 243-person logistics workforce plus 14 managers through 3 direct reports at Heineken, building organizational capability while managing relationships with 11 major distributors and an \$0.92M (ETB 147M) safety-stock inventory portfolio.
- **Large-scale network management (Safaricom):** Direct a distribution network of 89 network sites and 2 major distributors, with 3,500 outlets converted and digitized to M-PESA, overseeing a \$27.8M (ETB 4.45B) asset portfolio (BTS/network infrastructure) generating ~\$3.75M (ETB 600M) in annual revenue.
- **Digital transformation & commercial impact:** Led the conversion of high-value merchants to digital channels, transforming 50% of digital revenue through M-PESA while expanding the agent and merchant network by 110%.
- **KPI framework & governance:** Designed and implemented a KPI framework and performance governance structure to monitor logistics and carrier performance, reducing third-party logistics (LSP) costs by 25%.
- **International freight & customs coordination:** Served as the production site's focal point for cross-border inbound logistics, coordinating with European suppliers (Ibecor, Belgium) and global logistics partners (Bolloré) across customs clearance and freight forwarding.
- **Fleet & distribution-network operations at scale:** Directed the complete fleet operations lifecycle — utilization, maintenance scheduling, fuel efficiency, and driver safety — achieving a 30% efficiency gain in on-site process improvements.

CORE COMPETENCIES

Supply Chain & Logistics Operations: End-to-End Supply Chain Leadership, Logistics Strategy, Distribution Strategy, Large-Scale Network Management, S&OP (Sales & Operations Planning), Demand Planning, WMS & TMS Systems, SAP, Oracle, Microsoft Dynamics (Navision), Power BI, Warehouse & Fleet Management, Real-Time Shipment Tracking, Customs Clearance & Forwarding, Material Resource Planning (MRP), Inventory Management

Performance Management: KPI Design & Performance Tracking, Operational Excellence, Performance Governance, Total Productive Maintenance (TPM), Lean Six Sigma, Cost Reduction & Efficiency Optimization

Leadership & Analytics: Cross-Functional Leadership, Organizational Capability Building, Commercial Excellence, Vendor & Partner Coordination, Negotiation, Stakeholder Engagement across Production, Sales, and Finance, Data Analytics, System Administration, MS Office (Excel, Word, PowerPoint, Access)

PROFESSIONAL EXPERIENCE

Head of Logistics, Planning and Distribution — Heineken Ethiopia

May 2019 – Jan 2022

- Directed a logistics workforce of 243 (210 warehouse operations staff plus 33 forklift/machine operators and truck drivers) and 14 managers through 3 direct reports, across warehousing, fleet management, distribution, and material resource planning (MRP).
- Built and governed relationships with 11 major distributors, plus international inbound logistics with global partners (Bolloré) and European suppliers (Ibecor) through customs clearance and freight forwarding.
- Spearheaded implementation of SAP, Oracle, and Microsoft Dynamics (Navision) systems alongside a new WMS, TMS, and TPM methodology across the network, including real-time tracking of inbound and outbound shipments.
- Designed and implemented a KPI framework to monitor carrier and logistics network performance, reducing third-party logistics (LSP) costs by 25%.
- Directed a safety-stock inventory portfolio valued at \$0.92M (ETB 147M), maintaining a 7-day safety stock policy across daily distribution of 42 full truckloads (2,400 crates/truck, \$3,125/truck (ETB 500,000/truck)) of beer SKUs.
- Directed the complete fleet operations lifecycle — utilization, maintenance schedules, fuel efficiency, and driver safety protocols.
- Drove cross-functional collaboration with Production, Sales, Finance, HR, and Technology teams to align supply chain execution with delivery targets.

Warehouse Team Leader (Inbound & Outbound) — Heineken Ethiopia

Sep 2016 – Apr 2019

- Implemented a new WMS for lot control and storage optimization, improving warehouse layout efficiency, inventory accuracy, and dock/truck turnaround time; pioneered a Continuous Improvement system for inbound materials that lifted key logistics KPIs including receiving accuracy and timeliness.

Senior Inventory & Financial Operations Specialist — Safaricom Ethiopia Telecommunications PLC

Feb 2022 – Sep 2024

- Directed end-to-end inventory and financial control for a multi-million-dollar retail operations portfolio, ensuring operational integrity and cost-effectiveness in a high-growth environment.
- Spearheaded implementation of a new inventory management system from the ground up, achieving a 30% improvement in on-site process efficiency; leveraged advanced data analytics to drive inventory forecasting and large-scale operational planning.

Regional Acquisition Manager — Safaricom Ethiopia Telecommunications PLC

Oct 2024 – Dec 2025

- Delivered 35% year-over-year growth in gross subscriber acquisitions, directing 250+ Brand Ambassadors across nine acquisition teams.
- Transformed SIM survival rate from 54% to 89% by strengthening activation quality and field controls; applied the same KPI-discipline built at Heineken to introduce daily tracking and performance governance for underperforming areas.

Regional Sales Manager — Safaricom Ethiopia Telecommunications PLC

Dec 2025 – Present

Selected Achievements:

- Direct the region's full distribution and distributor network — a network-scale operations remit directly analogous to supply chain network management.
- Led the conversion of high-value merchants to digital channels, transforming 50% of digital revenue through M-PESA.

Key Responsibilities:

- Direct a \$700,000 (ETB 112M) operating budget and \$210,000 (ETB 33.6M) commercial budget; spearhead data-driven RTM and distribution strategy that expanded market coverage.
- Drive cross-functional leadership with Finance, Marketing, Supply Chain, HR, and Technology teams to execute commercial excellence initiatives end-to-end.

Accountant & Management Trainee — Heineken Ethiopia

Aug 2014 – Aug 2016

- Completed an 18-month rotational program across Supply Chain, Finance, and Operations, gaining early TPM exposure; managed financial reconciliations and Goods in Transit clearance.

EDUCATION & CERTIFICATIONS

Master of Science (MSc), Accounting and Finance — Jimma University (2017 – 2019)

BA, Accounting and Finance — Jimma University (2012 – 2014)

Certificate, Center of Excellence in Accounting and Finance — BHT Vision University College (2020 – 2021)

Certifications: Data Analytics — Ethiopian Coders Program; Total Productive Maintenance (TPM) & Lean Six Sigma — Heineken One2Learn Program; Negotiation Foundations; Introduction to ESG (Environmental, Social, and Governance)

Languages: English (Full Professional Proficiency) | Amharic (Native) | Afaan Oromo (Native) | Arabic (Elementary) | French (Elementary) | Hebrew (Elementary) | Greek (Basic)