

BEFIKADU BELETE

Regional Sales & Commercial Growth Leader | Distribution Networks, Route-to-Market, Team Leadership

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12+ Years

EXECUTIVE LEADERSHIP

110%

M-PESA NETWORK GROWTH

\$27.8M

ASSET PORTFOLIO (ETB 4.45B)

35%

YOY ACQUISITION GROWTH

3,500

OUTLETS DIGITIZED TO M-PESA

\$3.75M

ANNUAL REVENUE (ETB 600M)

PROFILE

Commercially-driven executive leader with 12+ years directing large-scale sales operations, business growth, and strategic transformation across Telecom and FMCG. As Regional Sales Manager at Safaricom, leads an 89-site regional network through sustainable commercial growth, market expansion, and cross-functional leadership — building on a track record as Regional Acquisition Manager that transformed subscriber acquisition performance and retention. Delivers digital-led revenue growth, having converted high-value merchants to digital channels to drive 50% of digital revenue through M-PESA. Leverages a strong supply chain and finance foundation from Heineken to drive commercially sound, operationally executable business decisions.

KEY ACHIEVEMENTS

- **Network scale & revenue ownership:** Direct 89 network sites and 2 major distributors, with 3,500 outlets converted and digitized to M-PESA (60% daily active, 85% monthly active), delivering ~\$3.75M (ETB 600M) in annual revenue against a 323,000-subscriber gross-addition target.
- **Budget & asset ownership:** Direct a \$700,000 (ETB 112M) operating budget and \$210,000 (ETB 33.6M) commercial budget, alongside a \$27.8M (ETB 4.45B) asset portfolio (BTS/network infrastructure).
- **Digital transformation & market expansion:** Grew the M-PESA agent and merchant network by 110% (3,500 merchants mapped, 60% daily active, 85% monthly active), transforming 50% of digital revenue through M-PESA by converting high-value merchants to digital channels.
- **Commercial transformation & acquisition growth:** Delivered 35% year-over-year growth in gross subscriber acquisitions, building and leading 250+ Brand Ambassadors across nine acquisition teams.
- **Performance culture & quality turnaround:** Transformed SIM survival rate from 54% to 89% by rebuilding activation quality standards, post-sale follow-up, and field governance.
- **Distribution strategy & commercial excellence:** Spearheaded data-driven RTM strategies that expanded market coverage and strengthened distribution network performance — backed by 12+ years of sales, distribution, and logistics leadership, including a KPI framework at Heineken that cut third-party logistics costs by 25%.

CORE COMPETENCIES

Sales & Commercial: Regional Sales Leadership, Commercial Excellence, Business Development, Market Expansion, Route-to-Market (RTM) Strategy, Gross-Addition & Acquisition Growth, Agent/Merchant Network Expansion, Distributor Management

Leadership & Transformation: Cross-Functional Leadership, Strategic Transformation, Organizational Capability Building, Performance Culture, Governance, Leading 250+ Field Teams, Brand Ambassador Management, Performance Coaching

Performance & Analytics: KPI Design & Tracking, Data-Driven Decision Making, CRM & Sales Reporting, Market Analysis, Cost & Efficiency Optimization

Distribution & Operations: Distribution Strategy, S&OP (Sales & Operations Planning), Demand Planning, Last-Mile Distribution, Inventory Management, Cost Reduction, WMS/TMS Systems, SAP, Oracle, Microsoft Dynamics (Navision), Power BI, Vendor & Partner Coordination, MS Office (Excel, Word, PowerPoint, Access)

PROFESSIONAL EXPERIENCE

Regional Sales Manager — *Safaricom Ethiopia Telecommunications PLC*

Dec 2025 – Present

Selected Achievements:

- Delivered 420,000 net subscriber additions against an annual gross-addition target of 323,000, directing the region's full distribution and distributor network.

- Transformed 50% of digital revenue through M-PESA by leading the conversion of high-value merchants to digital channels, on top of 110% M-PESA network growth.
- Built organizational capability across the regional sales team through structured coaching and accountability, strengthening execution discipline and performance culture.

Key Responsibilities:

- Direct a \$700,000 (ETB 112M) operating budget and \$210,000 (ETB 33.6M) commercial budget to drive regional sales execution and revenue ownership.
- Lead a high-performance team focused on customer obsession and regional revenue targets; 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.

Regional Acquisition Manager — Safaricom Ethiopia Telecommunications PLC Oct 2024 – Dec 2025

- Grew monthly gross subscriber sales from 25,000 to 30,000 (20% increase), directing 250 Brand Ambassadors across nine clusters, each led by a dedicated cluster manager.
- Transformed SIM survival rates by rebuilding activation quality standards and field controls; strengthened acquisition governance through daily tracking and performance reviews.

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, establishing standardized procedures and controls for a large-scale rollout — achieving a 30% improvement in on-site process efficiency.
- Leveraged advanced data analytics and performance metrics to drive strategic decisions on inventory forecasting, resource allocation, and large-scale operational planning.

Head of Logistics, Planning and Distribution — Heineken Ethiopia May 2019 – Jan 2022

- Led end-to-end supply chain operations for a major production plant — warehousing, logistics, fleet management, distribution, and material resource planning (MRP).
- Served as the production site's focal point for international inbound logistics and raw-material procurement, managing third-party performance with global partners (Bolloré) and European suppliers (Ibcor).
- Spearheaded implementation of a new WMS, TMS, and TPM methodology to drive continuous improvement in warehousing and transport functions.
- Designed and implemented a KPI framework to monitor carrier and logistics performance, reducing third-party logistics (LSP) costs by 25%; managed 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, fuel efficiency, and driver safety — and partnered cross-functionally with Production, Sales, and Finance to align supply chain execution with revenue 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.

Accountant & Management Trainee — Heineken Ethiopia Aug 2014 – Aug 2016

- Completed an 18-month rotational program across Supply Chain, Finance, and Operations; managed financial reconciliations and Goods in Transit clearance, and was recognized as Employee of the Quarter for managing financial backlogs and documentation.

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

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