



Snr business development Manager

"I'm a great believer in luck, and I find the harder I work the more I have of it."

— Thomas Jefferson

SYNOPSIS OF BYRON

BM



Hard Working

with a strong commitment to delivering quality customer experiences, offering more than 8 years in the sales and business development industry.



Focused

individual with the ability to complete tasks pragmatically in a fast-paced environment and conflicting deadlines



Driven

team player with a keen appetite in advising individuals through tough work terrain.



High Performing

individual with a successful background in leading teams to not only meet but more often than not, exceed business objectives and expectations.



Tactical

team builder with experience in training, team development and ensuring strong relationships with internal and external stakeholders.

SKILLS

BM

Sales



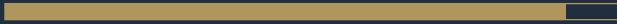
Problem Resolution



Creative Problem Solving



Project Management



Marketing



Business Development



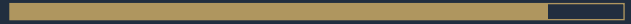
Time Management Skill



Communications



Relationship Development



Cheerful and Energetic



INFO

BM



Languages

English: Read, Write, Speak

Portuguese: Read, Speak



Computer Competancy

Microsoft Office Suite

Coral Draw



Education

High School: St. Martin's High School (2007)

Certification: Matric



Further Education

Institution: Rand Airport Flight Academy (2013)

Certification: Private pilot license

Institution: University of Cape Town (UCT) (2020)

Certification: Business Development Management

PROFESSIONAL EXPERIENCE

BM

nerospec
GROUP

Nerospec Group

November 2024 – Current

BUSINESS MANAGER

Reference: On Request

- Charged with leading Nerospec's expansion into Sub-Saharan Africa. Delivered on the core mandate by unlocking 6 new markets and building the foundational infrastructure for long-term growth.
- Pioneered Market Entry into 6 key African nations (Zimbabwe, Zambia, Botswana, Ghana, Tanzania, Mozambique), establishing Nerospec's first-ever commercial footprint in the region.
- Architected and implemented the complete Go-to-Market (G2M) strategy for each country, from initial target identification to full-scale commercial launch.
- Forged critical relationships with C-suite stakeholders at major mining corporations and secured partnerships with key in-country players to drive sales and service delivery.
- Engineered a new corporate identity and marketing platform tailored to the African market, significantly increasing brand awareness and lead generation.
- Led all front-line business development activities, including extensive travel across Africa to conduct meetings, negotiations, and technical presentations

RWT

Rob Wylly Trading

December 2021 – December 2024

REGIONAL SALES REPRESENTATIVE &
KEY ACCOUNTS MANAGER

Reference: On Request

- Handle Key Accounts - Builders Warehouse, Mass Mart, Airport Companies and Aviation related clients.
- Generate leads.
- Business Development with marketing strategies.
- New Business generation and expanding marketing presence.
- New product development with markets and new technologies for new market sectors.



Aviation 87%
Key Accounts 29%
Government 17%
Retailers 39%

Reference: On Request

- Ensure business strength and rapport in the industry with existing and new customers.
- Research and identify new business opportunities, including new markets, growth areas and trends.
- Generate leads.
- Increase brand awareness through business social media platforms, outdoor marketing and face-to-face interaction.
- Ensuring a match between the fencing solution offered and a market segment. Further ensuring financial gain for Securomesh.
- Set up strategic markets, which entails headhunting key sales operatives and finding a niche within a specific market region.



Overall Sales 34%

Reference: On Request

Business Developer Gauteng

- Determined strategies to address sales numbers and profitability for the company.
- Developed new strategies to capitalize on opportunities, meet company goals and increase company growth.
- Designed value-added solutions for industries and market places to leverage on customer trends within the industry.
- Developed and implemented effective marketing strategies to maximize brand exposure, increase website traffic and boost sales.
- Improve efficiency of operations, tracked weekly sales ad reports for top management, initiate plan for corrective action.
- Supervised team members, sales plans and tracked employee performance.
- Identified possible changes for complex business issues to heighten customer interest thereby affecting sales and profitability favorably for the company.
- Lead presentations with key accounts to gain business, support, promote new products, reiterate on current products- ensuring Cochrane remained top of mind and generate sales.
- Train sales teams with sales techniques, product information, presentation formats and overall new business extraction techniques.

Promoted:

Fastest promotion due to performance, in Cochrane history (4 months promoted)

- Senior Business management of Gauteng (1 year promoted)



BMW

January 2015 - November 2018

SALES EXECUTIVE

Reference: On Request

- Sales of new vehicles at BMW prestigious dealerships.
- Lead generation management.
- Success in all sales targets set out.
- Ensuring customer relationships remained strong to guarantee repeat business.



Metrofile Mozambique

March 2010 - December 2014

OPERATIONS MANAGER

Reference: On Request

- All hardware and software, staff recruitment and base line client was formulated as a start up business.
- Set sales targets for sales team.
- Ensure the correct processes and practices across the business including: strategy, improving performance continually and securing compliance in the sector.
- Proving business analysis reporting and continually measuring report and actions for growth within the business.



Commercial Vehicle Services

January 2008 - February 2010

WORKSHOP & FLEET MANAGER

Reference: On Request

- Responsible for all workshop staff IR.
- Overlooked all repair and service work for services carried out.
- Ensure customer relations remained on point to secure retainer customers and new business with the prospect of turning new business into retainer customers.
- Ensure delivery times of merchandise scheduled with dispatch and client expectations.
- Warrant efficient and effecting costing solution for the business which would benefit CVS as well as the customer needs.



View My Online Résumé

The possibilities are just endless

Website

www.byronmartins.co.za

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