



## 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.



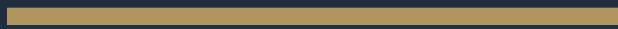
### Tactical

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

# SKILLS

BM

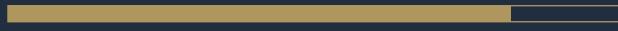
Sales



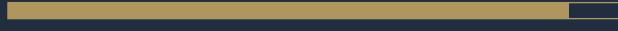
Problem Resolution



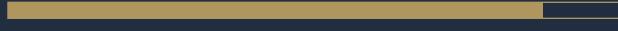
Creative Problem Solving



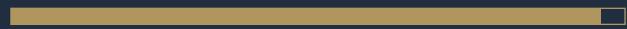
Project Management



Marketing



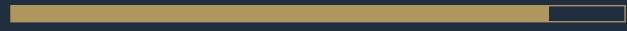
Business Development



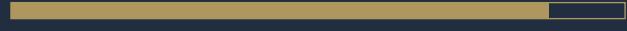
Time Management Skill



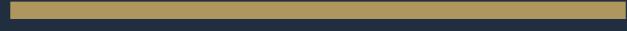
Communications



Relationship Development



Cheerful and Energetic



# INFO

BM



## Languages

**English:** Read, Write, Speak

**Portuguese:** Read, Speak



## Computer Competency

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**

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



**Rob Wyly 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%  
Goverment 17%  
Retails 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.



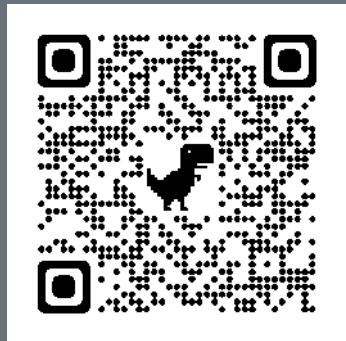
**Commercial Vehicle Services**

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 Resumé

The possibilities are just endless

Website

[www.byronmartins.co.za](http://www.byronmartins.co.za)

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byron.martins.3



byron-martins

## CONTACT ME

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