

Lilian Ubong

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Objective

A confident, focused and result-oriented professional with over 10 years experience in Sales, Marketing and Business Development, seeking to obtain Senior Sales or Account Management position in a global firm with the opportunity to play a direct role in developing the organization's capability to grow its market share – local and international

Attributes

- Communication & Collaboration
- Negotiation & Persuasion
- Business Intelligence
- Excellent quantitative and analytical
- Project Management
- New Business Development
- Research & Strategy
- Decision Making
- Team Management

Highlights

- 10+ years' experience in Sales / Business Development
- Super Achiever Award; MainOne 2019, 2021
- Star Sales Performer; MainOne 2021
- Rising Star; MainOne 2021
- Credited for 40% of Overall Revenue; Coolink 2016
- Bachelor Degree – Computer Science
- Exceptional interpersonal skills
- Great team-building skills
- Works well under pressure
- Result-oriented
- Highly-focused

Experience

Sales Manager – Head, ISP & Infrastructure Business
May 2018 to Date - MainOne, an Equinix Company

- Ensure assigned Annual Team Target is met across all product lines
- Manage organizational sales by developing a business plan that covers sales, revenue and expense controls
- Guide Team to identify and close out sales opportunities for connectivity and co-location solutions in existing and prospective accounts within the Wholesale vertical
- Plan and oversee new marketing initiatives
- Research markets, organizations and individuals to mine new opportunities
- Increase revenue/value of existing customers whilst prospecting new customers
- Position MainOne Colocation, Cloud and Managed Services including Infrastructure as a Service (IAAS) for compute, storage etc.
- Groom areas of new, additional revenue generation focusing mainly on Business Trends within the MNOs, ISPs, VAS and Satellite Industries
- Close new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations

Experience

Business Development Manager – March 2013 to May 2018

Aim Group (Coollink ISP), Lagos, Nigeria

- Develop and execute strategic account plan for each of the account managers
- Close new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Produce customer-specific proposals and manage sales process from initial opportunity to securing of order, successful implementation and receivables collections.
- Enhance organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Plan and coordinate sales activities such as exhibitions, road-shows and seminars.
- Provide Accurate and timely reports for management information thus target-focused action plans, activity reports, forecasts, funnel, KPIs etc.

Key Achievements:

- Channel Business Growth and Management: Signed up top 20 key Channel partners in the year 2014/2015/2016
- Credited for 30% of the Group's total sales for the four quarters of 2014 and over 40% in 2016
- Key Team Driver, Facebook ExpressWifi – 500 locations for Facebook ExpressWifi project in Nigeria, 2014-18.

Business Development Executive – August 2010 to February 2013

Telsys Network Services Ltd, Lagos, Nigeria

- Work with Marketing, Product Management teams and OEM Account Managers to implement key product sales strategies
- Follow up and ensure project execution within agreed budgets and delivery timelines
- Mine existing clients for referral businesses
- Cross sell business outsourcing solutions to existing client base
- Network in person and over the phone with key decision makers in a designated territory
- Provide timely financial and sales report for management use and decision making
- Plan and coordinate sales activities, proceedings, and meetings.

Sales Executive – July 2008 to July 2010

Emperion West Africa, Lagos, Nigeria

- Prospect into new accounts and generate business leads while providing excellent Account Management oversights to retain existing customers and win repeat businesses
- Assist sales teams with formulation and implementation of strategic and tactical sales and marketing plans and oversee necessary activities to fulfill objectives
- Handle client issues and enquiries and channel same to ensure follow up within stipulated timelines and SLAs
- Check on customer orders, prices and discounts ensuring project execution within profitable margins
- Coordinate with other departments, such as accounts, purchasing and dispatch to ensure project execution within agreed budgets and delivery timelines
- Perform administrative duties
- Plan and coordinate sales activities, proceedings, and meetings.
- Provide Accurate and timely reports for management information thus target-focused action plans, activity reports, forecasts, funnel, KPIs etc.

Trainings & Certifications

- 2020 AWS Cloud Economics**
 - AWS Training & Certification
- 2020 AWS Cloud Practitioner Essentials: Pricing & Support**
 - AWS Training & Certification
- 2020 AWS Business Professional**
 - AWS Training & Certification
- 2020 Selling Into Companies**
 - Paradigm Learning Services, Lagos, Nigeria
- 2020 Sales: Closing a Complex Sale**
 - LinkedIn Learning
- 2020 Solution Sales**
 - LinkedIn Learning
- 2020 Leading With Emotional Intelligence 1,2 & 3**
 - LinkedIn Learning
- 2015 The Art of Successful Selling**
 - Paradigm Learning Services, Lagos, Nigeria
- 2014 Sought After Consultancy, Lagos, Nigeria**
 - Effective Business Writing
 - Effective Sales Presentation
- 2013 Pan African University/YouWIN, Lagos**
 - Sales and Marketing Research
 - Financial Planning & Sustainability
 - Writing Your Business Plan
 - Presentation Skills
 - Operations Management
- 2012 Skills Connection Centre, Lagos, Nigeria**
 - Pipeline Management Workshop
 - Negotiation Skills

Education

October 2003 – May 2009

University of Nigeria, Nsukka, Enugu State, Nigeria

- Bachelor of Science (BSc) – Computer Science

June 2000 – October 2003

- Worked at a local eatery to sponsor my University Education

September 1995 - June 2000

Aunty Ayo Girls' High School, Lagos, Nigeria

- West African Senior School Certificate (WASSC)
- National Examinations Council (NECO)

July 1994 – September 1995

- Home Study in readiness for High School

September 1988 – July 1994

St. Mary's Convent School, Lagos Island, Nigeria

- First School Leaving Certificate (FSLC)

Others

Date of Birth

- February 22, 1983

Marital Status

- Married

Languages Spoken

- English, Igbo, Yoruba

Referees

Funke Opeke

Chief Executive Officer, MainOne, An Equinix Company
FABAC Centre, 3B, Ligali Ayorinde Street
Victoria Island,
Lagos, Nigeria.

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