

WILLARD NYAGWANDE

Commercial Director / Professional Marketer

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1131 Sandton Park
Westgate
Harare

EDUCATION

**PHD, Doctor of Strategic
Management Level 2.1**

MBA (Business Innovation)
BEBS (Spain)
Current Studies

Master of Commerce. Marketing
Strategy.

Midlands State University (Zimbabwe)

BSc. Business Studies (Honours),
University of Zimbabwe

IT SKILLS

Microsoft Office Suite. SAPP.
Converged Billing Systems,
Next Generation Call Centre.
E-mail and Internet,
Social Media Expert

LANGUAGES

English (first language)
Shona (first language)

TECHNICAL SKILLS

Research and Data Analysis

Leading, Networking & Communication
Marketing, Sales and Brand Building

PROFILE

A thoroughly experienced, resourceful and agile business person with broad and deep Sales, Marketing and Commercial orientations. Willard has acquired over twenty years of exceptional service within the Telecomms sector.

Though fully competent individually, Willard is heavily invested in the Team Work ethos and believes it to be the best lever for leveraging corporate performance. He possesses excellent technical competences in customer relations, business development, brand management and public relations.

Willard is focused and driven towards setting, meeting and exceeding organisational targets through the delivery of innovative, flexible and future oriented commercial services to a global organisation.

PROFESSIONAL EXPERIENCE

MANAGING DIRECTOR ACTING

PowerTel Communications | Harare. Zimbabwe | Feb 2010 – March 2023 to date
As Managing Director (MD) I am the most senior-most executive responsible for leading overall business operations and strategy to achieve organizational goals, serving as the bridge between the board of directors and executive management.

- Key duties include
 - developing strategic plans,
 - overseeing daily operations and finances,
 - ensuring profitability,
 - building stakeholder relationships,
 - and providing leadership to the executive team.

I am accountable for the company's performance, growth, and long-term success, requiring strong leadership, business acumen, and strategic decision-making skills which I possess.

CHIEF COMMERCIAL OFFICER

PowerTel Communications | Harare. Zimbabwe | Feb 2010 – February 2023
PowerTel is a telecommunications company with a Class A IAP Company Operating in Zimbabwe and linking it to the world. It is the largest private Internet Access Provider in Zimbabwe offering converged data and voice solutions.

Job Overview

Senior Executive Position that reports to the Managing Director with five (5) senior manager direct subordinates. Is responsible for;

- Human capital management.
- Setting and achieving of Corporate and commercial strategy objectives.
- Profit and loss responsibility for all sales, marketing, distribution, revenue and customer targets.
- Innovation Strategy.
- Formulate, implement and review all organisational metrics.
- Responsible for sales, business development, marketing, public relations, product development, branding, customer experience, contact centre, Develops marketing strategies.
- Identifies and harnesses commercial opportunities with both existing and new clients.

- procurement, stakeholder relations & corporate social investment issues.

Key Result Areas

- Develops and directs the implementation of corporate business development strategies and plans.
 - Corporate strategy.
 - Innovation drive.
 - All sales, marketing & business development initiatives.
 - Social media strategy.
 - Group's marketing research.
 - Liaison with regulatory authorities.

HEAD MARKETING, PRODUCTS AND SALES

CIMAS Medical Aid Society | Harare. Zimbabwe | Oct 2006 – Jan 2010

CIMAS is Zimbabwe's largest and most well established Medical Aid Society.

Job Overview

A senior managerial position, reporting to the Marketing Director, span of control extended to ten direct subordinates. Position held responsibility for all communication, marketing, sales and products development, public relations and social responsibility issues

Key Result Areas

- Develops and directs the implementation of corporate business development strategies and plans including marketing, sales, branding and customer retention strategies.
- Developing marketing strategies
- Driving the marketing and client services department.
- New product development through market research.
- Marketing intelligence; Identified new market segments.
- Marketing Communications.
- Image Building.
- Increasing corporate visibility.
- Managing a group of marketing officers.
- Branding

MARKETING AND PUBLIC RELATIONS MANAGER

Zimbabwe Open University | Harare. Zimbabwe | 2002 – 2005

Job Overview

Senior Managerial Position reporting to Vice Chancellor and Marketing Director with fifteen (15) direct subordinates
Had a direct responsibility for all marketing, public relations and service quality & community issues

Key Result Areas

- In charge of all university marketing & business development initiatives.
- Marketing strategy formulation, implementation and evaluation.
- Recruitment and Retention.
- New Product Development.
- Marketing Intelligence.
- Image Building.
- Branding.
- Marketing Communications.

MARKETING AND PUBLIC RELATIONS MANAGER

Probe Market Research | Harare. Zimbabwe | 2002 – 2005

Job Overview

Senior Managerial Position reporting to The Chief Operating Officer and with five (5) direct subordinates. Responsible for all marketing research for telecoms , financial and manufacturing companies .

Key Result Areas

- Conducting market research surveys for local and global companies.
- Client Identification.
- Proposal writing.
- Questionnaire design.
- Data collection, collation, analysis and report writing.

SELECTED NOTABLE PROFESSIONAL ACHIEVEMENTS

- Won Director of the Year Awards-IODZ 2025
- Grew Sales Revenue for PowerTel from nine million in 2010 to 32 million in 2018,
- Transformed PowerTel products into consumer facing outputs.
- Managing the prepaid electricity evending project and sales generating 60 million a month,
- Repositioned PowerTel as the number one data services provider ahead of Liquid and Telone.
- Established a commercial and marketing orientation at PowerTel.
- Grew Cimas Membership from 200 000 to 480 000 in four years.
- Organizational development – Initiated a performance based appraisal in PowerTel.
- Accorded the status of 'Marketing Practitioner' by MAZ .
- Defining and successfully running retail sales promotions: eg Hoza-30-30 Promotion and others.
- Several Marketing Awards for PowerTel in marketing and customer services from 2010 to date.

PROFESSIONAL MEMBERSHIPS AND DEVELOPMENT COURSES

CUT: DOCTOR OF STRATEGIC MANAGEMENT

ICDZ Member of the Institute of Corporate Directors Zimbabwe

IPRCZ Member and Board Advisor-Institute of Public Relations and Communications Zimbabwe

U.Z Data Communication and Networking

IOD Member of the Institute of Directors

SMI Art of Creative Selling and Complete SMI programme.

M.A.Z Strategic Brand Management

M.A.Z Revolutionary Advertising

U.Z Best Market Research Student

Z.T.E University Converged Billing System (CvBS) and Next Generation Call Centre (NGCC)

IPRCZ Member and Board Advisor-Institute of Public Relations and Communications Zimbabwe

ICDZ Member of the Institute of Corporate Directors Zimbabwe

M.A.Z Former Vice President (Vice Board Chairperson) –Marketers Association of Zimbabwe .

Board Membership and Chairmanship

Former Midlands Christian School board , The Brand Masters, NADOC Group Of Companies, member of the PowerTel Communications Boards and Sub committees

PROFESSIONAL AND CHARACTER REFEREES AVAILABLE UPON REQUEST