

Victor Chukwuemeka Nwagwu, ARB

Brief Profile



Profile

Victor is a business leader, marketing & customer value management professional with a high level of business acumen and experience in developing & leading the execution of consumer marketing & strategic operations; in various retail banking segments within Nigeria, Francophone West Africa & Rest of Africa.

He has over 15 years' experience working experience in the financial services industry providing strategic and operations leadership in unique consumer challenging situations with proven ability to quickly analyze key business drivers and develop strategies to grow portfolio and the bottom-line.

He possesses expertise experience in general management, customer value management, value proposition, product, channel & business development, research & analysis, strategy formulation & execution, sales & distribution, project management, relationship management, payments, financial inclusion & education, solution orientation planning, training & facilitation.

Profile...

He has worked with companies like Texaco Overseas, Capital Bank (Credit Lyonnais) International Limited, Access Bank Plc, Intercontinental Bank Plc, Diamond Bank Plc, Eko-Pay and Ekomini Inc. in leadership positions across Nigeria, West Africa & Africa; as well as represented some of these companies at various global fora.

He has solid track record in designing winning strategies for increasing sales and product distribution to grow market share; while building strong relationship using consumer loyalty programs and sponsorship's with third party partners.

He also possesses innate leadership abilities to build and lead teams to develop a marketing strategy in consumer insights, segment/market management, customer experience and engagement activities for sales, revenue growth, and client retention; evidenced by high number of customers managed and retained within managed segments.

Profile...

His background lies mainly in marketing, sales, growth and profit turnaround, business management and strategy. His passion is to assist businesses and leaders develop, achieve and exceed the potential of their business as well as create value for their customers; with a bias for youth & family as well as digital technology.

He spends his time advising business leaders across Africa as well as managing business partnership globally.

Some of his key skills include:

Business Development & Management

Strategy & Strategic Marketing

Consumer Value Management

Consumer Research, Experience & Engagement Management

Negotiations & Communications Management

Learning Development & management

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