

# YOSEPH ZEWGINEH

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## SUMMARY

Highly motivated and results-driven product and services sales manager with over 10 years of experience in the oil and gas industry. Proven track record of exceeding sales targets and driving revenue growth. Skilled in developing and implementing product and service sales strategies, managing technical support specialist and sales teams, and building strong relationships with clients through value adding services.

## TECHNICAL SKILLS

- Developing and implementing business Strategy
- Providing innovative technical support services
- Training and coaching
- Data analysis (Sales, margins, profitability)
- Excellent in SAP, Excel, Power point, MS Word

## SOFT SKILLS

- Self-motivated and team player
- Growth mindset
- Transformational Leader
- Strong communication skills
- Critical thinking and Problem solving

## EDUCATION

- **Master's Degree, Business Leadership (MBL) - 01/2022**  
Addis Ababa University
- **BSc Degree, Mechanical Engineering - 01/2007**  
Jimma University

## EXPERIENCE

### **Consumer Sales Manger - 04/2024 to Current** **TotalEnergies Marketing Ethiopia S.C**

- Managed a team of 6 consumer sales territory managers responsible for sales of fuel, lubricants, and related services.
- Managed sales of fuel and lubricants of Annual Volume: White Product-100Kt, Lubes-500t, Turn Over: 105 M\$.
- Developed the short & long-term strategy for the consumer sales channel.

### **Lubricants Training and Technical Support Head - 08/2020 to 03/2024** **TotalEnergies Marketing Ethiopia S.C**

- Managed a team of 3 technical support specialists and provided technical support to B2B customers, resulting in a satisfaction rating of excellent by 95% of customers.
- Developed, strategized, and instituted training and technical support services that contributed to generation of an indirect revenue of 5.6M USD and direct service fee revenue of 170K USD.
- Prospected, negotiated, and secured service level contracts with B2B customers generating an average of ETB 3.4M per annum with 90% profitability.
- Conducted over 150 training sessions on lubrication, fuel, and defensive driving, where more than 1,750 trainees attended resulting in an increase in customer retention.
- Collaborated with consumer sales teams to identify and resolve customers' technical issues, resulting in high customer satisfaction and testimonial certificates.

## **Lubricant Engineer - 01/2017 to 07/2020**

### **TotalEnergies Marketing Ethiopia S.C**

- Established strong relationship with B2B customers through providing over 60 lubrication training sessions, 20 onsite lubrication survey and audits, 300+ used oil analysis and preparation of several lubricant technical and safety documents for target groups.
- Assisted in developing lubricant sales policy and simplified lubricant allocation process by developing a rationing tool.
- Followed up lubricant stock, sales and margin and conducted detailed analysis of lubricant profitability per item & customer to generate periodic feedback reports for sales and product import order.
- Undertook quarterly market survey of the business & proposed action plans for improvement on new range of products & service packages and their positioning.

## **Lubricant Sales Engineer - 09/2013 to 12/2016**

### **TotalEnergies Marketing Ethiopia S.C**

- Prospected 3 major lubricant distributors resulting in an increase of annual lubricants sales of more than 2,500 Ton.
- Monitored the lubricant sales of 7 distributors with annual sales volume of more than 6,000 Ton.
- Run periodic market survey of lubricant business and proposed introduction of new products and services to meet the market needs.
- Offered technical analysis and lubrication consultation on appropriate product recommendation and lubrication solutions for end customers.

## **Sales Engineer - 02/2012 to 08/2013**

### **Ethio-Nippon Tech.co.ltd.[S.C]**

- Produced and staged technical presentations of construction machinery and generators to potential clients resulting in sales of over 700K USD.
- Prepared more than 30 technical compliance documentation for tenders resulting in more than 75% award for supply.
- Made frequent field trips to assess customers' equipment requirements and prospection of clients which resulted in 20% growth in construction equipment and generator sales.
- Monitored more than 30 client accounts from closing sales to follow up of after-sales requests.

## **ACCOMPLISHMENTS**

- Recognized by management for outstanding performance and achievement of above expectation for three consecutive years (2021 - 2023).
- Received 7 signed customer testimonial certificates for the quality of our training and technical support services and the positive impact and benefit on their operation.

## **CERTIFICATIONS AND SPECIAL SKILL TRAININGS**

- Industrial lubricant training program (ILTP), 30/09/22 - 01/10/23, by TotalEnergies Technology & products division, TotalEnergies Lubricants.
- Mix TR1/FCV Training for PATROM trainers mixed with heavy vehicles technical training for transport managers, 23/01/2023 – 27/01/2023, at TotalEnergies Marketing Ethiopia, by Rades Training Center.
- Diploma on online Data Analytics for business, 2019 - 2020, Kubicle.
- Train the trainers" training for trainers at TOTAL Ethiopia, 12/03/19, 12/05/19, by Roger AYRES.
- Food lubricants training at TOTAL Ethiopia, 11/25/19, 11/27/19, by Eric Toussaint and Sylvain d'Heilly.
- Open gear lubrication and Inspection at TOTAL Ethiopia, 03/07/19 - 03/09/19, Pierre-Marie MAURICE.
- Energy Lubricants training at TOTAL Ethiopia, 02/25/19 - 03/01/19, Santiago CARRERAS, Francois-Joseph MONTAGNE, Jonathan MONTALES and Moulay SAKALY.
- Products, Markets and Tools of General Trade training, 19/09/2017 – 22/09/2017, at Total Ethiopia, by Mustapha Nait-Karroum.
- Technical Assistance field service training at TOTAL South Africa, 11/13/17 - 11/17/17, Johannesburg, South Africa, by Pierre-Marie Maurice.
- Regional Lubricant training 1 at TOTAL Egypt, 05/18/14 - 05/22/14, Cairo, Egypt.
- Basic Sales Skills training at TOTAL Nigeria, 06/17/14 - 06/20/14, Mr. Didier Schapiro, Lagos, Nigeria.