

# PETER AYENI

## Business Strategist



### My Contact

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### Hard Skill

- Project Management
- User Experience
- Financial Accounting
- Financial Analysis
- Advanced Digital Marketing

### Soft Skill

- Leadership
- Decision making
- Communication
- Public Speaking

### Education Background

- **Havard Business School**  
*Certificate in Technology Entrepreneurship and Personal Finance.*
- **Federal University, Oye-Ekiti**  
*Bachelor of Engineering, Electrical/Electronics Engineering*
- **The Open Univerisity Business School**  
*Certificate in Digital Marketing, Social Media Management, and Customer Relations*

### About Me

Dedicated and detail-oriented Business Strategist with 5 years of experience. Eager to learn and love public speaking. Interested in growing the organization's revenue and customer base. At Strich, I grew the customer base by 75% and also increased revenue by 45%. Special interest in emerging markets and customers in rural areas. I want to strengthen development in new and adjacent markets.

### Professional Experience

#### Data2Bots, Strategy Sales & Growth Specialist

*Present*

- Developed and implemented the sales operational strategies within the allocated area sales target.
- Monitored revenue streams and identified opportunities to increase profitability.
- Negotiated and closed business deals that promoted sustained revenue
- Collaborated with cross-functional teams to ensure the seamless execution of sales and growth initiatives
- Built pitch decks for individual clients in the Data2Bots Solution Value stream and followed up with them.

#### Adanian Labs, Entrepreneur in Residence

*2020-2023*

Key responsibilities:

- Led partnerships with Government Institutions and Financial technology platforms like Mono and Flutterwave
- Organizing Investor meetings and communicating how far along the organization is doing.
- Led a team of UX Designers in building the company's models

#### Israel Innov8 Hub, Abuja | Sales Engineer

*2018*

- Key responsibilities:
- Built large datasets of engineering models and algorithms that work on Microcontrollers and actuators
- Programmed in the C environment for Arduino modules
- Oversaw projects during the iFair and saw them till completion.

### Achievements

2019 Best Entrepreneur by FOYA

2022 Raised funding at Adanian Labs