

# PRINCESS ANITA ASABERE

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## PERSONAL PROFILE

With passion to initiate, manage and complete tasks to the highest standards within agreed deadlines, I always put myself in place for delegation of very important tasks from my superiors when they are engaged in equally delicate issues.

## WORKING EXPERIENCE:

November 2020 to Date: **Head of Business Development, Payment and Marketplace.**

- Responsible for payment solution and business development of the subsidiary Broadspectrum Digital Payment.
- Developed the business strategy for payment and marketplace (E-Agric).
- Budget management
- Participated in provided the regulatory requirements for Payment Service Provider License with Bank of Ghana.
- Led the development of the B2C channel of Broadspectrum Digital Payment.
- Led the E-Agric farmer enumeration project with 15 direct reports and 520 indirect reports in registering 500,000 farmers for SAPIP/MOFA.
- Led and won the strategy development for Phase 2 farmer registration of 1.2 Million in the five Northern Regions for Ministry of Food and Agriculture.
- Led the project worth USD10Million of completion farmer digital registration in the five Northern Regions and rolling on to Nationwide registration for the Ministry of Food and Agriculture.

September 2019 to November 2020: **Business Development Manager, Global and Regional Payments, Cellulant Ghana Hub, Cellulant Africa - Accra, Greater Accra**

- Full Responsibility for selling Fintech Solutions within Country.
- Assist the Country manager in planning, Leading, implementing and with full P &L responsibility for operation
- Managing the Global and Regional merchants.
- General Management and responsibility for Sales, Marketing, and Business Development within the Merchant space of Cellulant Ghana.
- Developed new Business Solutions Partner channel to exploit market opportunities and effectively manage Cellulant products and services portfolio across Ghana.
- Use relevant metrics and measures to routinely monitor progress against targets and take appropriate managerial action to ensure targets are met or exceeded
- Recruited and managed 1000 field agents in Ashanti, Greater Accra and Brong Ahafo Region for B2C solutions.

**January 2016 to January 2019: AIRTEL TIGO GHANA LIMITED**

**Position: Regional Corporate Account Manager (AirtelTigo Business –Ashanti to the North)**

- Managing the corporate accounts and HNI customers for AirtelTigo Ghana in the territory.
- Organizing meetings and corporate engagements for the CEO and Executives in the region.
- Leading the enterprise sales team in the territory to maintain and grow the customer base for AirtelTigo Business.
- Managing a monthly sales and base revenue of an average of 15 million Ghana cedis.

- Responsible for generating revenue from corporate entities by closing sales.
- Sells products and services directly to customers primarily via face-to face contact.
- Create and perform presentations to match company's products /services with identified needs for corporate customers.

**November 2014 to December 2015: VODAFONE GHANA LIMITED**

**Position: CORPORATE & SERVICE MANAGER (Vodafone Business Solutions)**

- The main coordinator between the Sales team, Admin, Finance, Operations and customers to ensure effective flow of communication and service delivery.
- Regional management roles by growing the base revenue of the region.
- Supporting the sales team with lead and contact generation.
- Manages aftersales support and requests of all corporate customers in Ashanti and up North
- Grow revenue base of customers by upselling

**May 2013 to October 2014: MOUNT OLIVET SCHOOL, KUMASI**

**Position: OFFICE & ADMINISTRATIVE MANAGER**

- Managing all operational activities of the school with a student population of over 980 students. The main role was dealing parents, academic staff, cooking staff, general services staff and executive management of the school.
- Ensuring the revenue flow of the school is always on track by being in constant contact with parents that have fee paying challenges
- Developed a template that made it easier to track student's payment process.
- Updated Parents on all programs and activities of the school by email, phone calls and SMS and leaflets.
- Lead in the planning of PTA meetings and "Meet the Teacher Program" (MTP).
- Managing database entries and managing back ups
- Verifies financial reports by running performance analysis software program.
- Protects organization's value by keeping information confidential.
- Updates job knowledge by participating in educational opportunities.

**September 2012 to April 2013: KOMFO ANOKYE TEACHING HOSPITAL**

**Position: SOCIAL WORKER – Social Service Department.**

- Interview patients at the ward to know their psycho-social needs.
- Visit patients at their homes to conduct in-depth investigations.
- Write social enquiry report on neglected patients.
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- Write social enquiry report on neglected patients.

**EDUCATION**

**August 2008 to July 2012: University for Development Studies- Wa, Upper West Region.**

- **BA Integrated Community Development**
- Research Methods 1
- Sociology
- Development Economics
- Study Skills
- Statistics.
- Project Appraisal
- Networking for Development
- Micro Financing and Management
- Monitoring and Evaluation.

**August 2004-June 2007: St. Louis Secondary School, Kumasi**

West African Secondary School Examination (WASSE)

- Economics,
- Geography
- Government
- French

**Sept 2001 - April 2004: Vicande Junior High School**

- Basic Education Certificate Examinations (B.E.C.E).

**EXTRA INFORMATION**

- Co-director of VISABS Professionals, ( An event planning firm that deals in wedding planning, makeup, cake making and decorations.  
Visit ([www.visapsprof.fcbk.com](http://www.visapsprof.fcbk.com)) □ Computer Literate: MS WORD, EXCEL, Power Point and Publisher.
- **Skills:** Organization, Financial Software, Reporting Skills, Attention to Detail, PC Proficiency, Typing, Productivity, Dependability.
- Operations and Business Manager: Renejoe Services.

**STRENGTHS:**

- B2B, Enterprise
- Brand development,
- Project Management
- Enterprise Business Solutions,
- Business strategy, Risk Management
- Customer Market Share
- Sales and Business Development
- Customer satisfaction, Sales support
- Direct sales, Strategy
- E-commerce,
- Media Management
- Telecoms - Voice, fixed data
- Business Start Ups

**INTERESTS:**

- Research
- Reading
- Creativity

**REFEREES:**

- **Joseph Baffoe-Bonnie** – Senior Manager, GTBANK 0504100190
- **Mrs Mary Awuah** – AirtelTigo Ghana Ltd (ABS) Director of Corporate Sales 0266000277
- **Mr Micheal Dartey** – Vodafone Ghana Ltd (VBS) Customer Relationship Manager – 0202006778