



JEAN CLAUDE AGBORTEM

Business Development Expert

I am a seasoned business development expert with more than 15 years of experience doing business in Africa and working on different projects. My experience cuts across Africa as a continent in the FMCG / Construction and technology business sector

EDUCATION

Bsc Accounting | 1997 - 2000

University of Douala, Cameroon

Marketing Diploma | 2002 - 2003

British College, Akwa, Douala

LANGUAGE

English

92%

French

85%

INTEREST



• Traveling



• Research



• Music



• Sport

CONTACT



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EXPERIENCE

Managing Director | 2022 - Now

Agoodjie concept Corporation Ltd - Benin

Develop and execute the company's business strategies to attain the goals.

Oversee the company's financial performance, investments, and other business ventures.

Delegate responsibilities and supervise the work of executives providing guidance and motivations.

Managing Director | 2020 - Now

Praisegracias Nigeria Ltd - Nigeria

A company that covers the entire African continent in its business activities.

Our activities include Business development with the main mission to provide our clients with quality services that beat their expectations at an acceptable cost.

Marketing Specialist | 2018 - Now

Pioneer Chicory - India

My job is to advise the managers on their expansion in Africa and the products they can bring to the African market.

I prospect new clients and carry out activities that can promote the sales of products in Africa.

I work closely with the CEO in India in the development and branding of new products.



SKILLS

Brand Development

95%

Management

84%

Sales

83%

Digital Marketing

98%

Communication

75%

Finance planning

78%

Jean Claude Agbortem Obi

Professional Presentation



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Welcome To My Portfolio

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As a seasoned marketing and sales professional with experience developing and marketing a wide range of products in the Central and West African markets, I provide a wealth of knowledge.

My track record of success shows that I can successfully manage the complexities of sales in this dynamic market in addition to developing attractive solutions for any project.

I work best in settings that require precision because I'm a well-organized, meticulous professional. In addition to ensuring that projects are completed on schedule, my ability to assign and prioritize duties efficiently promotes a cooperative team environment.

Allow me to highlight how I can empower your business success:





Business Management Expertise

Transform Your Operations

Empower your team with tailored training programs that address your unique challenges and unlock measurable growth.

What You'll Gain:

- ✓ **Leadership Excellence:** Equip your leaders with tools to inspire teams, foster collaboration, and drive data-driven decisions.
- ✓ **Financial Mastery:** Optimize budgets, forecast with precision, and implement cost-control strategies to boost profitability.
- ✓ **Operational Efficiency:** Streamline workflows, reduce redundancies, and scale sustainably with proven organizational growth frameworks.

Proven Results:

- Reduce operational costs by up to 30% through process optimization.
- Improved team productivity by 40% with leadership development strategies.
- Turn financial planning into a growth engine with actionable cash-flow tactics.

Entrepreneurial Empowerment

Turn Ideas into Impact

Stop dreaming—start building. As a founder who's launched and scaled ventures, I don't just advise—I partner with you to turn your vision into a thriving business.

What You'll Achieve:

- ✓ **Idea-to-Reality Roadmaps:** Validate concepts, identify risks, and design lean, scalable business models.
- ✓ **Strategy with Precision:** Refine your USP, pricing, and go-to-market plans using data-driven frameworks.
- ✓ **Execution Mastery:** Overcome roadblocks with agile project management, resource optimization, and milestone tracking.
- ✓ **Sustainable Scaling:** Prepare for growth with systems that balance innovation, profitability, and operational resilience.





New Market Development Expertise

Conquer Africa's Growth Frontiers

Break into Africa's \$3 trillion economy with confidence.

With 15+ years of hands-on experience, I turn market entry risks into scalable opportunities by combining hyper-local insights with proven global strategies.

What You'll Gain:

- ✓ **Risk Mitigation:** Navigate complex regulations, tax codes, and compliance hurdles with pre-vetted legal and logistical frameworks.
- ✓ **Consumer-Centric Strategies:** Leverage deep dives into purchasing habits, cultural values, and unmet needs to tailor offerings that resonate.
- ✓ **Local Partnerships:** Access my network of trusted distributors, influencers, and government liaisons to accelerate your foothold.
- ✓ **Agile Market Testing:** Validate demand in 90 days or less using low-cost pilot strategies tailored to urban vs. rural dynamics.

Business Growth Expertise

Scale Smarter, Not Harder

Transform your growth potential into measurable, sustainable success. Whether you're a scaling startup or an established enterprise, I deliver bespoke strategies to amplify revenue, forge high-impact partnerships, and future-proof your operations.

What You'll Achieve:

- ✓ **Revenue Optimization:** Unlock hidden profit margins through pricing audits, upsell strategies, and customer lifetime value maximization.
- ✓ **Strategic Alliance Building:** Identify and negotiate partnerships with distributors, tech providers, or complementary brands to expand your reach.
- ✓ **Operational Scalability:** Implement agile systems, automation tools, and talent frameworks to support rapid growth without burnout.
- ✓ **Customer-Centric Expansion:** Leverage data-driven insights to refine product lines, enter adjacent markets, or launch subscription models.





Content Creation Expertise Stories That Sell

Cut through the noise with content that converts. I engineer audience-centric narratives, campaigns, and thought leadership pieces that don't just capture attention—they drive action, loyalty, and revenue.

What You'll Gain:

- ✓ **High-Converting Copy:** Sales pages, email sequences, and ad copy tailored to your audience's pain points, wrapped in persuasive storytelling.
- ✓ **Social Media Dominance:** Scroll-stopping campaigns for LinkedIn, Instagram, or TikTok—backed by platform-specific algorithms and cultural trends.
- ✓ **Authority-Building Content:** Whitepapers, case studies, and op-eds that position you as an industry leader in Africa's fast-evolving markets.
- ✓ **Localized Relevance:** Multilingual and culturally nuanced messaging for Francophone, Anglophone, or Lusophone African audiences.



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Beyond Expertise

Your Gateway to Seamless Growth

Why navigate Africa's markets alone? I amplify your success with a curated ecosystem of tools, partners, and insider knowledge—tailored to turn obstacles into opportunities.

What I Provide:

✓ On-Demand Market Intelligence:

- Real-time data dashboards for consumer trends, pricing shifts, and competitor moves.
- Regulatory alerts and compliance roadmaps for 25+ African countries.

✓ End-to-End Logistics Support:

- Pre-vetted partners for customs clearance, warehousing, and last-mile delivery.
- Cost-saving freight solutions for landlocked regions or fragile supply chains.

✓ Cross-Cultural Collaboration:

- Localized negotiation training for teams working in Francophone/Anglophone Africa.
 - Access to my network of industry influencers, trade hubs, and diaspora communities.
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Regional Expertise Global Reach

- West Africa: Navigate ECOWAS trade protocols, Lagos/Dakar consumer hubs.
- East Africa: Leverage Kenya's tech boom and Ethiopia's industrial parks.
- Southern Africa: Tap into South Africa's financial infrastructure and SADC trade corridors.
- Global Connectors: SaaS platforms, EU export advisors, and MENA investment bridges.

Why This Matters for Your Business:

- Speed: Slash time-to-market by 50% with pre-approved vendor networks.
- Trust: Avoid "partner pitfalls" with due-diligence-vetted collaborators.
- Agility: Adapt to currency fluctuations, political shifts, or supply shocks via real-time insights.

Flexible Access Models:

- Project-Based: Short-term support for specific needs (e.g., Senegal market entry logistics).
- Retainer Membership: Priority access to tools, networks, and crisis management.
- Custom Bundles: Combine resources with consulting hours for end-to-end solutions.

Why Partner With Jean Claude Agbortem?

Because Africa's markets demand more than generic solutions—they require a guide who speaks their language.

✓ **15+ Years of Hyper-Local Expertise**

I don't just understand African markets—I've navigated them. From Lagos' bustling informal economies to Nairobi's tech hubs, I bring firsthand knowledge of regulations, consumer behaviors, and unspoken cultural codes.

✓ **Tailored Strategies, Not Templates**

Your business is unique. I reject one-size-fits-all approaches. Instead, I blend Silicon Valley innovation with African pragmatism to design solutions that respect local realities while chasing global ambitions.

✓ **Proven ROI, Not Promises**

My clients don't just grow—they outperform. From 35% revenue boosts to 50% faster market entries, I deliver metrics that matter.

✓ **Bridge & Scalability**

I'm your shortcut to both local relevance and global readiness. Whether you're a Lagos startup eyeing continental expansion or a European firm entering Africa, I ensure your operations scale without losing cultural authenticity.

✓ **End-to-End Simplification**

Africa's complexity becomes your advantage. I connect you to vetted partners, crisis-proof logistics, and real-time market intelligence—so you focus on growth, not guesswork.

✓ **Your Success, My Obsession**

This isn't transactional. I'm invested in your legacy. Expect relentless collaboration, agile problem-solving, and a partner who celebrates your wins as fiercely as you do.

Still Deciding? Here's the Bottom Line:

While others see Africa's challenges, I see your \$3 trillion opportunity.

Let's build something extraordinary—grounded in local wisdom, scaled with global precision.

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Let's Create Something
Amazing Together!

