

## **MICHAEL-ODIONG, Adeorike Oluwayemisi**

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### **Personal Attributes:**

Resourceful, purposeful and creative with penchant for greater challenges; highly independent and determined to achieve results always...

### **Skills & Capabilities:**

- Sound Analytical Skills
- Objective and Result Oriented
- Strong Leadership Skills
- Business Development and Management skills
- Pro-active in approach to issues
- Good team player
- Excellent eye for details
- Creative and Innovative
- Proficient in the use of various computer software packages
- Excellent communication, writing & presentation skills

### **WORK EXPERIENCE:**

#### **GM, Marketing & Operations – HALLMARK CAPITAL LIMITED (Financial Services/Treasury/ Venture Capital).**

Sept 2020 – Till Date

- Chief Marketing officer for the organisation
- Responsible for mobilizing new deposits/business.
- Oversight of all departments and branches in the company.
- Building relationship with existing customers and providing on time service to issues.
- Responsible for the formulation of market penetration plan and execution of the marketing program of the company.
- Developed and maintain sales territory plan and ensure achievement of company sales targets and profitability.

- Improved administration processes & coordinated the business operations.
- Provided leadership & support to the marketing teams branch wide.
- Developing and implementing growth strategies.
- Ensuring performance & productivity of staff.
- Drives sales and improve revenue.
- Presides over the weekly meeting with all staff.

**MD/GROUP FINANCE & TREASURY MGR – TREASURES MICROFINANCE BANK LTD**  
**IFS GROUP**

Jan 2013 – Feb 2020

**Achievements:**

**TREASURES MFB**

- Chief Marketing officer for the Bank – Marketing of the various product & service the bank had to offer.
- Liaised with all relevant regulatory authorities as well as stakeholder in getting the working licence from the authorities.
- Facilitates & oversee the monthly reports to CBN & the Board of Directors.
- Charting Strategic Direction for the Bank.
- Developed and implemented growth strategies.
- Monitoring and motivation of all staff of the Bank.
- Responsible for the profit / loss of the Bank
- Managing Customers relationship
- Managed intelligence and competitor assessment.
- Appraisal of investment & business proposal
- New business development & Process Management
- Overall supervision of all departments of the Bank.

**GROUP FINANCE & TREASURY MGR FOR THE GROUP**

- Funds Management (Custodian & disbursement of funds) for the Group.
- Financial Planning for the group (Budgetary allocation for all departments)
- Responsible for invoicing & monitoring all the group's receivables & expenditure.
- Worked alongside Sales & Accounts units on invoicing to the various customers.
- Responsible for all finance related activity for the group as well as managed all relationships with our bankers.
- Liased with HR & Accounts Unit on salaries, commission and benefits payment.

**CHIEF OPERATING OFFICER – DERRY’S GROUP (Leasing/Logistics/Janitorial Services)**

April 2011 – Dec 2012

- Chief Marketing officer for the company.
- Charting Strategic Direction for the Organization
- Managing Customers / Client relation
- Oversight of all departments in the organisation.
- Provided leadership & steered the marketing team in achieving the company’s set target.

**BRANCH / ZONAL HEAD – PARKWAY MICROFINANCE BANK LTD (Banking / Financial Services)**

Dec 2009 – March 2011

- Overseeing the branch operation and marketing activities
- Marketing the bank’s products and services
- Credit Analysis of Various loans
- Responsible for the profit & loss of the branch
- Managing Customers relation with the Bank
- Marketing intelligence and competitor assessment in the Zone.

**GROUP HEAD, Business Dev & Marketing – LAQUINTA LOGISTICS SERVICES (Leasing/Logistics/Vehicle Rentals)**

June 2007 – Nov 2009

**Responsibilities:**

- Project and Business Management.
- Corporate Planning and Marketing
- Liaising with Banks & other related institutions
- Preparation of project proposals & feasibility reports
- Management of clients’ relationship
- Appraisal of investment & business proposal
- Corporate Marketing & price negotiations
- New business development & Process Management
- Formulate & implement administrative & operational strategies that facilitate smooth conduct & growth of the organization.

- Monitor all company business operations & ensure all corporate objectives are met within the defined period.
- Promote & expand the company's product
- Perform all other responsibilities related to the office within the group structure.

**BUSINESS DEV. MGR – SQUEAKY CLEAN SERVICES LTD (Cleaning & Janitorial services)**

Jan 2007 – May 2007

**Responsibilities**

- Business Development (Introducing new Business across the Country).
- Project and Business Management
- Corporate Planning and Marketing
- Project administration and supervision
- Leadership and Guidance for the marketing team
- Charting Strategic Direction for the Organization

**HEAD, LEASING & LOGISTICS – CASHLINK FINANCE & INVESTMENT PLC (Leasing/Logistics, Vehicle Rentals/Treasury/BDC).**

June 2004 – Nov 2006

**Achievements:**

- Part of the team who started operating lease in Lagos/Nigeria.
- Provided Leadership & Motivation to other team members.
- Part of the group who implemented the “Orange Cab” business in Lagos.
- Implemented Group Risk Management Policy on leasing facilities.
- Source funds & perform treasury activities
- Liaising with Banks & other related institutions
- Ensure strict adherence to internal control policies
- Coordinating Abuja Office when created.
- Conduct business appraisal & price negotiation with clients.
- Timely preparation of Financial & Management reports.
- Monitoring the leasing team and financial appraisal of clients for finance lease and Operating lease.
- Conducted monthly appraisal of the Leasing team for management use.
- Monitoring of the debt profile of the Leasing department.
- Undertook necessary debt recovery actions on behalf of the company.
- Manage transaction processes to deliver excellent client service

**OFFICER – LEASING DEPT – CASHLINK FINANCE & INVESTMENT PLC**

April 2002 – May 2004

**Responsibilities:**

- Marketing for new clients for Leasing & other company's products
- Booking of lease facilities for clients
- Appraisal of clients for Finance and Operating lease
- An intermediary between the company and various clients.
- Managing various clients from inception of the lease facility to the end.

**CORPORATE AFFAIRS OFFICER – THE CARDIAC CENTER & HERITAGE HOSPITALS (NOW  
REDDINGTON HOSPITAL) – Medical & Healthcare Facilities**

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Jan 2001 – Mar 2002

**Responsibilities:**

- Marketing of the health service programs available on site
- Booking of patients for the various health program
- Educating walk in customers/patients on services we have to offer.

**Professional Membership:**

Associate Member – Equipment Leasing Association of Nigeria

Member: – Chartered Institute of Bankers of Nigeria

**Academic Qualifications:**

Covenant Capital Business School, Lagos – Entrepreneurship Management programme 2

University of Wolverhampton UK – MSc Financial Management

Covenant Capital Business School, Lagos – Entrepreneurship Management programme 1

Obafemi Awolowo University Ile-Ife – BSC. (International Relations) --- 1999 (2ND Class Upper)

The Polytechnic Ibadan - Ordinary National Diploma (Mass Communications) - 1996

**COURSES ATTENDED:**

- Basic Leasing Class – ELAN
- Advance Leasing Class – ELAN
- Leasing Administration – ELAN
- Leasing in the Oil & Gas Sector – ELAN
- Leasing in the Aviation Industry – ELAN
- Leasing in the Telecommunication Industry. – ELAN
- Marketing Strategies – Surviving The competition – Fate Foundation
- Strategic & Creative Management Acquiring leadership skills for Managerial excellence – Fate Foundation
- Excellent Business Writing Skills – Triple A Associates
- Performance Management – HT Limited
- Leadership Skills & Processes – HT Limited
- Leading People & Processes – HT Limited
- Creating a Good Performance Management System – HT Limited
- Leadership / Leading an Enterpreur Business – CCBS

**Hobbies** – Travelling, Reading and Cooking

**REFERENCES:** Available on Request

