

RAYMOND NWEKE

Calgary, Alberta | Phone: 825-736-2191 | Email: raymondnweke15@gmail.com | LinkedIn: <http://www.linkedin.com/in/RaymondNweke>

REVENUE OPERATIONS & COMMERCIAL STRATEGY

Revenue Operations and Commercial Strategy leader with 9+ years of experience turning commercial, customer, and financial data into pricing, forecasting, profitability, and growth decisions. Proven track record building performance dashboards, financial models, and cross-functional planning routines that improve revenue and margin outcomes. Hands-on analytics capability across SQL, Power BI, Excel, Power Query, DAX, and Cognos, complemented by an 8-week SQL & Database Architecture externship with Breaking Games.

CORE SKILLS

REVENUE OPERATIONS

Revenue Performance
Forecasting & Planning
Customer Lifecycle Analytics
KPI & Dashboards
Pricing & Monetization
Process Improvement
Revenue Governance
Cross-Functional Alignment

DATA & ANALYTICS

SQL & Database Analysis
Power BI & DAX
Excel & Power Query
Financial Modelling
Price-Volume-Mix Analysis
Scenario Analysis
Demand Forecasting
Customer & Product Analytics

COMMERCIAL STRATEGY

Revenue Growth Management
Pricing Strategy
Price-Pack Architecture
Promotion Optimization
Margin Optimization
Trade Investment
Stakeholder Management
Executive Presentations

EXPERIENCE

Sysco Canada

Revenue Management Business Partner

Jan 2025 – Present

- Managed revenue performance across a \$178M portfolio, translating pricing, promotion, mix, and margin data into actions that increased gross margin per case by \$1.20 while driving 3.1% volume growth.
- Developed rolling demand and revenue forecasts using advanced analytics, improving forecast accuracy to 98% and enabling more proactive inventory and commercial planning.
- Built scenario-based financial models evaluating \$50M in customer investments, supporting Annual Operating Plan (AOP) decisions, investment prioritization, and 6% profitable revenue growth.
- Conducted Price-Volume-Mix (PVM), customer, and margin analyses to identify revenue realization and product mix opportunities, improving commercial profitability by \$0.50 per case.
- Built and governed commercial performance dashboards tracking pricing, promotions, customer acquisition, retention, trade investment, and category mix, improving promotional ROI by 10% and generating \$714K in mix improvements.
- Partnered with Sales, Finance, Supply Chain, and senior leadership to translate performance insights into pricing, investment, and growth decisions.

Baby Gourmet

Revenue Growth Management Lead

Feb 2024 – Dec 2024

- Led revenue growth management and commercial analytics for the Baby food segment across pricing, promotion, pack architecture, and portfolio optimization, delivering 6.7% profitable revenue growth.
- Optimized promotional strategy and trade investment through conjoint and performance analysis, delivering 35% promotional ROI while increasing profitable volume by 2%.
- Tracked competitive performance, category trends, market share, and pricing effectiveness using Nielsen data, translating market insights into actions that drove 4% Net Sales Value (NSV) growth.
- Developed commercial analytics tools and reporting to measure pricing, promotion, mix, and trade investment effectiveness, reducing trade spend inefficiencies by 10%.
- Applied pricing elasticity and consumer demand modelling to strengthen pricing recommendations and improve

forecast accuracy by 5%.

The Coca-Cola Company

Revenue Growth Management Lead

May 2021 – Dec 2023

Led integrated Revenue Growth Management strategy across price, pack, channel, occasion, and portfolio levers to support topline growth, margin expansion, and stronger commercial decision-making.

- Built scenario-planning models for a 5-year price and pack architecture, helping mitigate the €76M financial impact of government excise taxes.
- Developed innovation pricing and commercialization strategies that expanded the Schweppes portfolio with five new premium flavors.
- Partnered across commercial functions to develop more affordable Returnable Glass Bottle propositions at 5% of daily disposable income using occasion, brand, pack, price, and channel insights.
- Led a cross-functional agile project to design an RGM 2.0 playbook, strengthening pricing, portfolio, and growth decision frameworks for a high-inflation environment.

Unilever

Channel and Category Manager

April 2018 – April 2021

Managed category performance, promotional strategy, and forecasting for Oral Care, using market and customer insights to support revenue growth and commercial planning.

- Implemented competitive trade promotions that delivered 8% category growth and €54M turnover.
- Launched Pepsodent Sensitive toothpaste, increasing consumption frequency among tooth-sensitive consumers by 2%.
- Improved forecast bias by 2.9%, reducing out-of-stock instances and product write-offs.
- Built pharmaceutical-channel partnerships that reduced distributor write-offs, avoiding €50K in potential business waste.

Unilever

Territory Manager

February 2017 – March 2018

- Managed sales operations across rural and remote markets, delivering 28% underlying revenue growth and €706K turnover.
- Built strategic sub-distributor partnerships that secured an 83% cash lodgment rate and strengthened route-to-market execution.
- Designed and delivered in-house sales capability training, resulting in a 96% team proficiency score in standard sales operations.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- **B.Eng. in Electrical and Electronics Engineering**, University of Benin
- **Diploma in Professional Marketing**, Chartered Institute of Marketing
- **Certified Scrum Master (CSM)**, Scrum Alliance.
- **SQL & Database Architecture Externship (8 weeks)**, Breaking Games, 2026