

Emmanuel Amissah Sampson

Commercial Strategy • Market Entry • Public-Private Partnerships • Emerging Markets

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PROFESSIONAL EXPERIENCE

Leica Geosystems (Hexagon) | Geospatial Regional Manager, East & Central Africa Feb 2025 – Aug 2026

- Owned a **\$10M** P&L and **\$2M** operating budget across a 23-member team to deliver **42%** YoY revenue growth
- Executed commercial turnaround by securing **\$1.9M** in competitive tenders across Ethiopia, Kenya, Tanzania, and Uganda
- Overhauled inventory, logistics, and target setting models to drive **200%** increase in East Africa partner revenue
- Built market analyses and pricing models and presented findings to HQ leadership to guide commercial strategy and capital deployment in Central and East Africa market

Freelance Consultant | Business Development & Market Entry Advisory Jan 2024 – Jan 2025

- Advised Vela Sustainability Technologies on market entry for occupational-health software across **18** Western and Central African countries, targeting mining, oil and gas, and industrial manufacturing buyers
- Engaged **100+** prospective clients and channel partners on exposure monitoring and compliance needs, building a **\$1.1M** pipeline of qualified opportunities
- Developed the go-to-market plan, PAM/TAM market sizing and marketing strategy for Vela's leadership team

Trimble Inc. | Senior Business Development Manager, GTM, Strategic Accounts and Projects Sep 2015 – Dec 2023

- Won **\$3M** World Bank tender in Tanzania by restructuring the technical solution and repositioning value proposition
- Originated a **\$150M** donor-funded pipeline through market sizing and competitive intelligence
- Achieved **\$85M** in competitive bids, averaging **\$10.6M** of annual revenue over 8 years
- Designed a public-private partnership proposal with government (financing model, risk allocation, partner roles) and secured land and site permits for national CORS networks

De La Rue | Strategic Account Manager, West and Central Africa (concurrent with Trimble) May 2021 – Oct 2022

- Managed high-value strategic accounts, overseeing a **\$75M** public-sector project and generating **\$25M** in annual revenue
- Strengthened senior-level relationships, increasing repeat business by **50%**, while executing tailored solutions that drove **\$8M** in upsell opportunities
- Developed and implemented account strategies that boosted revenue and reduced churn

EDUCATION

University of Pennsylvania | Master of Urban Spatial Analytics (STEM-designated) Expected May 2027

- Stuart Weitzman Scholar; Penn African Students Association; Student Planning Association; GeoGuessr challenge

Lancaster University Management School | Master of Business Administration, Distinction 2019

- Coursework: Business Economics; Operations Management; Business Research and Consultancy; Accounting & Finance

London School of Economics and Political Science | MSc Development Management 2015

- Ambassador E. O. Kolade Scholarship; Staple Trust Bursary
- Founding Member, LSE Africa Summit; Programme for African Leadership; African Caribbean Association
- Consulting Project, CARE International (2013–14):** co-led value-chain research for Mondelēz's **\$400M** Cocoa Life program in Ghana and Côte d'Ivoire

Kwame Nkrumah University of Science and Technology | BSc Business Administration, First Class Honours 2009

- Major: Banking & Finance. Vice Overseer, Harvest Chapel International; Member, Welfare Committee, School of Business Students Association; Representative, Student Chaplaincy Council

ADDITIONAL INFORMATION

- Skills (tools & methods):** Excel, PowerPoint, Python, R, SQL, QGIS, GeoDa, PPP structuring
- Research:** 7 journal articles on AI, digital transformation and financial inclusion; Perplexity AI Business Fellow (2025)
- Mentoring:** Advise African students on US and UK graduate admissions and scholarships
- Interests:** tennis; soccer; badminton; table tennis; padel