

## Kwame Acheampong

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Languages: English, German

### Profile

Kwame is a well rounded, results driven and credible individual with an entrepreneurial flair. He has extensive experience in technology, sales, digital marketing, online advertising, digital and web environments, ecommerce and multimedia.

His varied experiences contributed to his ability to think out of the box and drive innovation, and his practical, proactive and responsible approach makes him an excellent dependable & organized multitasker. He is an enthusiastic problem solver & people person that thrives in diverse, fast-changing environments with steep learning curves.

Kwame has an exceptional track record spearheading & directing complex projects, his key strength is in building and developing key relationships at all levels with clients, business partners and internal leadership teams.

Kwame has hands on experience and is well read on emerging market dynamics in Africa and Central Eastern Europe.

### Experience

#### Prof Productions, UK ([www.profproductions.com](http://www.profproductions.com)) Founder

2004 to present

- Striking partnership deals with Major Entertainment/Record Labels
- Providing tailor made products for the EMEA regions
- Consulting on content monetization and online user acquisition strategies
- Product licensing

*Clients & Artists: BMG, Sony, RCA, JIVE, Arista, Westlife, John Legend, Jennifer Lopez, Usher, Jennifer Hudson, Chris Brown, Fantasia, Afrioganic.*

#### nFortics / Onango UK/GH/UG ([www.nfortics.com](http://www.nfortics.com) / [www.onango.com](http://www.onango.com))

##### Non Executive Director

2016 - present

nFortics is an innovative fintech company dedicated to adapting and localising financial technology, providing financial institutions with innovative and relevant solutions enabling them to execute full banking services in real time via agent and self-service channels.

- Involved in strategic planning
- Innovation and roll out of new products- i.e. Onango ([www.onango.com](http://www.onango.com))
- Managing ProfPay to nFortics migration & integration
- Facilitating local and international partnerships
- Raising funds and liquidity
- Restructuring operations
- Analysing and streamlining procedures and processes
- Public speaking

#### ProfPay, UK/GH ([www.profpay.com](http://www.profpay.com))

##### Founder

2011 to 2016

ProfPay is a FCA regulated online payment and fulfillment gateway enabling international eCommerce. It was built to bridge the eCommerce gap between Africa and the West – ProfPay has now been acquired by nFortics ([www.nfortics.com](http://www.nfortics.com))

- Built & sold a cross border payment and fulfillment gateway
- Responsible for all local and cross border Operations
- Translating the strategy into operational plans
- Achieved full regulatory compliance from the FCA
- Striking partnerships with retailers and suppliers
- Successful integrations with major Pan African banks
- Raising seed & angel investment

- Implementing a full logistics framework
- Negotiating customs and import allowances
- Built Mogooigi (<http://www.mogoogi.com>) an online mall and ecommerce platform
- Managed an international team spanning across Ghana, UK, India and Slovenia
- Responsible for P&L
- Setting up subsidiaries in Ghana and Nigeria
- Responsible for marketing and advertising
- Implemented full scale ERP system – to handle accounts, logistics and warehousing
- Organising shareholder meetings and presenting to shareholders

**Httpool, London, UK ([www.httppool.com](http://www.httppool.com)) Managing Director | Partner – UK** 2009 – 2011

Httpool is a cross-channel ad network, with 19 offices across Europe and Asia. It offers the broadest range of ad products and solutions across multiple channels and devices.

- Responsible for setting-up and organically growing the httpool UK operation
- Establishing effective long lasting Partnerships with media & ad agencies
- Responsible for P&L
- Responsible for establishing and growing all key commercial relationships
- Managing and coordinating teams across Central Eastern Europe
- Executing campaigns and product launches across multiple countries in EU & CEE
- Evaluating & redirecting division's business development strategy on a group level
- Design and implemented core revenue generating technologies across the group
- Representing httpool at industry seminars and conferences

**Google, London, UK ([www.google.com](http://www.google.com)) Senior Consultant – EMEA** 2007 – 2009

- Planning and executing Google's corporate strategy to migrate key clients across EMEA from legacy systems
- Developing business cases for the use of Google Products in the emerging markets such as Sub Saharan Africa
- Managing the rollout and integration of Google's ground breaking AdExchange ([www.doubleclickbygoogle.com](http://www.doubleclickbygoogle.com))
- Designing and implementing migration plans - mapping old operating models to new ones
- Business model remapping
- Migrating clients across EMEA from legacy platform onto new platform
- Analysing key client account metrics to help maximize online revenue through conversions using clever acquisition strategies
- Pre-Sales and Account Management during the Solutions Sales process across multiple advertising & reporting products

**DoubleClick, UK ([www.doubleclick.com](http://www.doubleclick.com)) Senior Consultant - EMEA** 2000 – 2007

- Responsible for growing consulting team revenue by continually restructuring product offering
- Coordinating and managing consulting team across EMEA
- Responsible for monetizing clients online real estate and touch points from websites down to petrol pumps
- Design and delivery of product and industry training
- Developing processes and new products closely aligned with the companies solutions sales strategy
- Project manage and execute the implement of DoubleClick advertising solutions across EMEA
- Assisting sales force in day to day sales cycle from inception to completion
- Developing new business opportunity across existing Client base
- Designing and managing the roll out of custom and tailored solutions
- Part of innovation team designing and prototyping new product features
- Worked on automated ad buy and sell platform which is now Google premier product ([www.doubleclickbygoogle.com](http://www.doubleclickbygoogle.com))
- Enterprise software implementations across multiple servers and networks
- System and Database Admin (UNIX/Oracle/MSSQL)

**Clients:** Sky, Ch4, Financial Times, The Guardian, BBC, Oglivy, WPP, Telegraph, Pro7, Bertelsmann, Telefonica, Httpool, Morgan Stanley, Disney, Lastminute.com, Bauer Media,

**CAST Software, UK** ([www.castsoftware.com](http://www.castsoftware.com)) **Pre/Post Sales Consultant (Banking)** 1999 – 2000

- Part of a team that handled multi million Sales Pitches primarily in the Banking sector
- Managing and Deploying CAST software solution across multiple banking divisions on mission critical applications
- Responsible for rolling-out and coordinating the technical implementation in middle and back offices
- Responsible for maintaining account relationships at both operational and technical level
- Guest speaking across Europe at various user group seminars focusing on Client/Server issues
- Supporting mission critical trading and decision support systems across multiple banks
- Client/Server architecture design prior to impact analysis software roll out across clustered database networks

*Clients: JP Morgan, Merrill Lynch, JO Hambro, Credit Suisse, Wilco, Schroders, Abbey National, Barclays Private Bank, Lazard Brothers, MSB, Nissan, Royal Blue, Mysis, Bloomberg, Delaware Int., Deutche, Morgan Grenfell, Logica, Sybase Professional Services, 3M.*

**DeltaNet & Tagus, (** [www.delta-net.co.uk](http://www.delta-net.co.uk) / [www.tagus.com](http://www.tagus.com) **)**  
**Multimedia & Technical Consultant** 1997 – 1999

- Designing online interactive learning programs as part of a change management process with global organisations
- Managing and coordinating in house and outsourced designers, content writers and programmers
- Liaise directly with Management Consultants and Business Analysts to determine project schedules and resourcing requirements
- Project management and responsible for authoring, co-ordination and the roll-out of bespoke performance support systems (CBT)
- Continually developing new business opportunities using technology to help diversify company product offering

*Clients: BAA, Shell (International), BP, EPPCO, Hickson & Welch, Glaxo, Xerox, Employment Services, ICI, Chamber of Commerce (Saudi Arabia), BG Technology.*

**Hyach Records , UK** **Founder/Sound Engineer** 1994– 1997

- Coordinating Artists, producers & musicians
- Responsible for production budget
- Recording and mixing projects

*Clients: BMG, Warner, Monk Records,*

**TopMan, UK** (<http://www.topman.com>) **Concession Manager** 1992– 1994

- Managing concession area on shop floor
- Responsible for shop floor merchandising
- Managing a team of sales assistants
- Coordinating and managing staff shift roster
- Assisting in shop floor sales
- Providing valuable fashion advice to customers
- Operating till and cash register

## Education

1994-1996 **School of Audio Engineering London, UK**  
*Diploma in New Media and Audio engineering*

1992-1994 **Kingston University London, UK**  
*B.Eng. (Hons) Electronic, Computer Science and Business Administration & Marketing (CIM)*