



Usman Emmanuel Bassi, PhD

Business Leader/CEO

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PROFILE

I am an accomplished, dynamic, and results-oriented Business and Strategic Leader with over 22 years of experience driving business growth and operational excellence across diverse industries. Proven track record of developing and executing strategic plans that enhance organizational performance, establishing long-term client partnerships, and achieving profitability. Worked with the clients/executives of over 100+ companies in the last 15 years to review systems and processes and make modifications to address issues and achieve success.

AREAS OF EXPERTISE/SKILLS

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| <ul style="list-style-type: none">▪ Excellent leadership & management skills▪ Strategic Planning & Execution▪ Proven track record in Driving Change & Transformation▪ Strategic Partnership and Networking Skills▪ Organizational Agility and adaptability▪ Problem Solver & Innovative Visionary▪ Highly organized & adept at multi- tasking▪ Exceptional Communication & Interpersonal Skills▪ Process Optimization & Improvement▪ Strong Financial & Business Acumen | <ul style="list-style-type: none">▪ Change Management & Organizational Development▪ Conflict Resolution and Empathy▪ Risk Mitigation & Management▪ Team Building and Leadership▪ Business & Operational Optimization▪ Coaching and Mentorship Skills▪ Business Development & Growth▪ Cross-Functional Collaboration▪ Analytical Thinking and logical reasoning▪ Decision Making and Creative Thinking |
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PROFESSIONAL EXPERIENCE

Bilaad Realty Nigeria Limited

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2025 to Date

Managing Director /CEO

- Provide enterprise-wide strategic leadership and operational oversight.
- Drive market penetration strategies to achieve sustainable growth and profitability.
- Evaluate and implement investment plans across commercial first aid training, real estate, and resource mobilization.
- Ensure regulatory compliance and corporate governance adherence.
- Oversee enterprise audit and risk management framework.
- Align operations with corporate vision and lead executive talent acquisition.

Nigerian Red Cross Society- Social Enterprise

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2022 to 2025

Managing Director /CEO

- Led strategic transformation and commercial sustainability initiatives.
- Developed funded and non-funded partnerships with UN, EU, multilateral agencies, and donors.

- Implemented enterprise risk management and governance systems.
- Built and mentored a high-performing senior management team.
- Expanded national footprint and diversified revenue streams.

Key Impact:

- Grew revenue by 45% within 2 years (exceeding \$4.5M).
- Increased client database by 20% in one year.
- Expanded operations into 5 Nigerian states.
- Delivered 150% revenue growth over two years.

PrimeCapital Consulting Ltd

2018 - 2022

Lead Consultant/COO

- Designing and implementing business strategies, plans and procedures
- Translate strategy into actionable steps for growth, implementing organization-wide goal setting, performance management, and annual operations planning
- Manage capital investments and expenses aggressively to ensure that the company achieves investor targets for growth and profitability
- Establishing policies that promote company culture and vision
- Leading employees to encourage maximum performance and dedication
- Setting comprehensive goals for performance and growth
- Evaluating performance by analyzing and interpreting data and metrics
- Oversee company operations and employee productivity, building a highly inclusive culture that ensures team members can thrive and that organizational goals are met
- Build and maintain trusting with key customers, clients, partners, and stakeholders

Nile University of Nigeria (Part-time) - Abuja

2019 to Date

Lecturer 1

- **Courses taught include:** Development Administration, Banking Laws and regulations, Electronic Banking, Banking and Finance, Introduction to Public Administration, Democratic Studies, Business Environment, Corporate Strategy, Bank Lending and Administration, etc.
- Provide individualized instruction to keep all students at the expected skill level
- Design, develop, and offer courses in records, data, and information management

Zenith Bank Plc – Court of Appeal Branch, Abuja

2016 – 2018

Branch Head – Business Development

- Managed the general operations and administration of the branch.
- Set comprehensive goals for performance and growth
- Set challenging and realistic goals for growth, performance and profitability.
- Establish policies that promote company culture and vision
- Increasing the value of current customers while attracting new ones
- Exceeded existing client financial targets and generated a new client base.
- Monitor and keep abreast of changing trends and explore business expansion opportunities
- Reported to management on new banking team member progress regularly.
- Authorize Transactions within my limit as well as appraised staff under my supervision

Zenith Bank Plc – Transcorp Hilton Branch, Abuja

2008 – 2012

Head of Operations

- Monitored daily operations and ensured a free flow process of service delivery to clients
- Manage contracts and relations with customers, vendors, partners and other stakeholders
- Oversee expenses and budgeting to help the organization optimize costs and benefits
- Implement efficient processes and standards
- Supervised the execution of daily tasks as well as the general operations of the Branch.
- Ensure compliance with local and international laws (data protection)
- Develop and enforce sound policies and structures for the growth of the Bank
- Recruitment, Selection, placement, and training of branch support staff
- Mentor and motivate teams to achieve productivity and engagement

Zenith Bank Plc – Bwari Main Branch, Abuja

2007 – 2008

Cash Officer/Vault Admin

- Managed cash limits and ensured prompt expatriation of excesses.
- Ensured accurate processing and reconciliation of General Ledger accounts.
- Interfaced with other banks for cash swaps and CBN for cash withdrawals and deposits.
- Coordinate and provide effective leadership to all tellers and vault officer
- Training of tellers and notes counters for efficient customer service delivery

Zenith Bank Plc. Maitama Main/Law School Branch, Abuja

2005 – 2007

Senior Executive Assistant

- Processed transactions, resolved complaints or account discrepancies, and answered questions.
- Informed customers about bank products and services.
- Packaged cash and rolled coins to be stored in drawers and the bank vault.
- Implement Standard Operating Procedure in Funds Transfer unit.

Wema Bank Plc, Katsina

2004-2005

Senior Executive Assistant

- Ensure daily and weekly balancing of internal funds transfer accounts
- Maintain proper records of funds transfer transactions;
- Ensure maintenance and effective utilization of physical assets and resources (adding machines, workstations, stamps till boxes etc.)

Neighbourhood College, Kwara

2003/2004

Computer Operator/Admin Officer (NYSC)

- Maintain a calendar detailing work order to ensure that all tasks can be completed on time
- Ensure that printers, cartridges, and other equipment are fully stocked and ready for use
- Perform administrative tasks, including filing and photocopying

KEY ACHIEVEMENTS/MILESTONE SO FAR

NRCS Social Enterprise (Business Entity) – Nigeria Red Cross

- Pioneer the establishment of the Nigerian Red Cross Society Social Enterprise (Business entity) as its CEO and grew revenue by 45% within 2 years, surpassing \$4.5 million.
- Increased client database by 20% in 1 year, which grew net profits by 35%
- Increased revenue by over 150% in a 2-year timespan
- Established strategic partnerships, contributing to a 55% revenue growth within 18 months
- Expanded into 5 states in Nigeria, increasing National revenue by 80% in 2024

Prime Capital Consulting Ltd

- **Clientele:** Phase3 Telecom, Tectonic Engineering Group, Setraco Nigeria Ltd, Dantata & Sawoe, Winners Lab, FCT – Administration, DRTS, Beligatto, RCCG, Ayo Atoyebi and compny ltd, Dorben MFB, Raw Materials Research and Development Council Bon Hotels, CAC, SEC, CBN, Dangote Cement Plc, H-Medix, Hall 7, BrightSide Super Market, Head of Service, CityCode Mortgage Bank, Mutual MFB Ltd, Society for Family Health, First Bank Plc, Zenith Bank Plc, Transcorp Hilton, NIRSAL MFB Ltd, Next Cash and Carry, Bon Hotels, Efab Properties Ltd etc.
- Created a completely new profitable business model and HR Reengineering, and Optimization, for Tectonics Engineering Group and Dorben MFB Ltd, resulting in an increase in profit of N85M, N8M, and in the subsequent year.
- Successfully coordinated and Created sales campaigns, organization, and execution of Kukwaba Market and Transit Park, Kubwa FCT Abuja for our client Ayo Atoyebi and Company (Real Estate Developer) leading to 120% of sales goals.
- Successfully coordinated and facilitated Phase 3 Telecom Ltd Senior Management Training on Business optimization and conducting efficient and productive Board/Management meetings.

Nile University of Nigeria – Abuja

- Part-time Lecturing for MBA, PGD, and Graduates Since 2019 (in Corporate Strategy, Business Environment, Public Administration, Banking and Finance, E-Banking, etc)

Zenith Bank Plc – Court of Appeal Branch, Abuja

- Generate monthly income of N80M+
- Saved N5.8 million Monthly through the reduction of fixed spending by 60% and variable overhead spending by 11% through a variety of cost-improvement initiatives.
- Established healthy relationships with customers and won the fastest-growing business unit of the year 2017.
- Reimagined business development strategy to include a 20% increase in sales force, resulting in Over 500M in increased profits year on year.
- Delivered the largest single increase (N8.5B) to an existing account (SFH) in 2015.
- Grew business from zero to about 12 billion cabal (Balance sheet) within 4 years.
- Exceeded retail sales goals by an average of 17% every quarter in 2017.
- Initiated, developed, and implemented a client service program that expanded the small-to-medium client base by 35% at the branch level.
- Maintained, acquired, and developed banking relationships for over 500 High-Value Clients with N15B in assets.
- Top performer for the 4th quarter of 2014; ranked in the top 10% for loans and investments.
- Trained, motivated, developed, and managed 15-20 bank officers and tellers.
- Recognized as "Cash Officer of the Year" in 2006, and 2007

EDUCATION

- **PhD** Development Finance, **Nasarawa State University, Keffi** 2026
- **MPhil.** Management, **Nile University of Nigeria, Abuja** 2023
- **PhD** Industrial Sociology, **University of Abuja, Nigeria** 2014 – 2019
- **MBA** – Financial Management (First Class), **Nile University of Nigeria, Abuja** 2015 – 2017
- **M.Sc.** Strategic Planning, **Edinburgh Business School - Heriot-Watt University, UK** 2013 – 2015
- **PGD** Business Administration, **Edinburgh Business School - Heriot-Watt University, UK** 2014
- **M.Sc.** Industrial Sociology, **University of Abuja, Nigeria** 2010– 2012
- **B.Sc.** Sociology & Anthropology, **University of Maiduguri, Nigeria** 1998 – 2002

PROFESSIONAL MEMBERSHIP/PART-TIME LECTURING

- **FCIPM**- Fellow Chartered Institutes of Personnel Management of Nigeria - 2010
- **NITD** – Member Nigerian Institute of Training & Development (MITD) -2021
- **ICAN**- Institute of Chartered Accountants of Nigeria (Skill Level)
- **FCIMC** - Chartered Institute of Management Consultants USA – 2021
- **CIBN** – Associate Chartered Banker of Nigeria (ACIB)– 2021
- **CIBN** - Microfinance Certified Member (MCIB), 2019
- **HRPL** - Licensed Human Resource Professional – CIPMN - HRPL Since, 2015

ADVANCED MANAGEMENT PROGRAME ATTENDED

- Strategic Decision-Making for Leaders - **Cambridge Judge Business School – University of Cambridge** Feb, 2022
- Advanced Professional Business Coaching Programme - **GIBS- University of Pretoria** 2017
- **Lagos Business School** – Owner Manager Program 30 – 2019/2020
- Leading Change and Organizational Renewal, **Harvard Business School**, USA - March 2014
- The **Maxwell Leadership Certified** Team program – 2015/2016
- **School of Consulting** – Certified Business Consulting Programme – 2020

UPSKILLING /TRAINING/COURSES/ADVANCED MANAGEMENT PROGRAME ATTENDED

- Professional Certificate Course in Islamic Banking & Finance – **IIIBF**, 2025
- Train the Trainers – **NITAD** – 2022
- Strategic Thinking for HR Professionals – **LBS** 2021
- Design Thinking for Operational Excellence – **LBS**, 2020
- Advanced Leadership Course – **Daystar Academy**, 2016
- Leading Strategic HR Interventions – **CIPM Nigeria**, 2017
- Consulting skills for HR Managers, **CIPM Nigeria**; 2012
- **RCCG Bible College** - Advanced Diploma - 2013

- Effective Sales and Marketing, **FITC**; 2012
- Operational risk management training, **Control Edge Consulting Ltd**; 2010
- Critical issues in leading people for new supervisors, **I-Skill Knowledge Management**; 2008
- Effective branch operations management, **FITC**; 2011
- Basic Credit Program – **Knowledge Capital**, 2012
- Advance Credit Training Program **IBFC**, 2014
- Leadership 101 & 102, **Zenith Bank Plc** in House Training; 2011
- Basic Banking Operations, **Zenith Learning Centre** 2005
- **Several CIPM** professionals continues education and as well **Zenith Bank** in House Trainings

PUBLICATION/ARTICLES

- Effect of Digital Financing Options on SME Growth in North Central Nigeria. Ph.D. Thesis Research, Nasarawa State University Keffi, 2025
- Impact of Credit Management on the Profitability of listed Commercial Banks in Nigeria. An MPhil Thesis Submitted to the School of Postgraduate Studies, Nile University of Nigeria, Abuja, 2023.
- The Influence of Organizational Culture and Leadership Style on the business Performance of Small and Medium Enterprises in Federal Capital Territory Abuja. Ph.D. Thesis research University of Abuja, 2018
- Prospects and Challenges of Financial Inclusion in Nigeria. A Case of Commercial Banks in the Federal Capital Territory Abuja Nigeria. An MBA Thesis Submitted to the School of Postgraduate Studies, Nile University of Nigeria, Abuja, 2017.
- Impact of Human Capital Development on Worker's Performance in Zenith Bank Plc. M.Sc. Thesis, University of Abuja, 2011.
- Motivation as a tool for organizational effectiveness. A case study of Nigeria Bottling Company Plc, Maiduguri Plant. Undergraduate Project, University of Maiduguri 2002.
- The Effect of Liquidity On Profitability of Microfinance Banks in Nigeria – Case Study of Selected Microfinance Bank in Abuja
- Financial Inclusion as Driver of Social Inclusive and Poverty Reduction in North East Nigeria
- Challenges of Microfinance Access in Nigeria: Implications for SMEs Growth Sustainability.

AWARDS

- International Miracle Institutes Florida USA (**IMT for Live Award, 2017**)
- African Sporting Initiative (**African Sport Promoter of the Year 2012**)
- NYSC State Award (**Best Serving Corp Member 2004/2005 Batch A**)
- Zenith Bank Plc (**Best Presentation and Early Bird Award 2005**)
- NUBOSS (**Outstanding Congress Award 2002 University of Maiduguri**)

APPOINTMENTS/LEADERSHIP ROLES

- **Alumni President** Lagos Business School – OMP 30 Class – 2020
- **Board Member** Dorben University – Bwari Abuja
- **CIPM Abuja Branch** - Chairman Training and Consultancy Committee – 2020/23
- **Member** – Screening and Selection Committee of Federal Permanent Secretary NOV/Dec, 2024

BUSINESS OWNERSHIP/I/SHAREHOLDING

- **Board Chairman** - Winwaves Micro Finance Bank Ltd - Utako Abuja -FCT
- **Director** - PrimeCapital Consulting Ltd
- **Director** - OfficePlus Technologies Ltd
- **Director** – Brightside Super Market Dutse Abuja
- **Board Member** – Rehoboth Grassroots Development Initiatives (**REDGI**)

REFEREES

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Justice Ayuba G. Kwajaffa
Borno State High Court of
Justice agkwajaffa@gmail.com.
08032871582

PERSONAL DETAILS

Sex: Male | D.O.B: 02/10/1977 | Marital Status: Married | State of Origin: Borno | LGA: Hawul