

ADUAYOM MESSAN Ekoue Enoc

IT Project Manager - Digital Transformation & Strategy | Digital Finance Expert - Consultant - Trainer

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PROFILE

Digital transformation professional specialized in digital finance, with over 6 years of experience leading high-impact projects in the banking and telecom sectors (Mobile Money, fintech, banking digitalization, financial inclusion). Combines telecom experience (deployment and optimization of mobile payment platforms) with banking experience (leading strategic digital finance initiatives), blending technical expertise with strategic vision to make financial services more efficient and more accessible.

KEY SKILLS

Mobile Money & mobile financial services - Banking digitalization & financial inclusion - IT project management & agile methodologies - Business strategy & sales development - Data analysis, dashboards & reporting - Team management & recruitment - Digital finance & fintech - PowerPoint design & visual communication - Fluent in French and English

PROFESSIONAL EXPERIENCE

Senior Sale Growth Manager

Since March 2026

Moov Money – Cotonou, Benin

- Led Mobile Money commercial development: performance analysis, definition of key indicators, and strategic direction of growth initiatives.
- Defined and executed commercial policy with marketing, product and operations teams to ensure sustainable sales growth and profitability.
- Conducted competitive intelligence, customer recruitment, retention and activation; monitored dashboards to inform decision-making.

Mobile Financial Service (MFS) Officer

Jan. 2024 - Feb. 2026

Orabank Togo (OTG) – Lomé, Togo

- Designed, developed and monitored digital solutions: WU.com (international transfers), Mobile Banking, micro-credit, savings and mobile insurance.
- Analyzed performance, implemented corrective actions, and validated specifications for new product launches.
- Led the virtual card issuance project and monitored mobile financial services distribution activity in the field.

Mobile Money Development Department Head

Nov. 2020 - Dec. 2023

Moov Africa Togo – Lomé, Togo

- Led Mobile Money commercial development: performance analysis, structuring of key indicators, and definition of commercial strategy.
- Coordinated customer recruitment, retention and activation initiatives; oversaw distribution network quality.

IT Consultant

April 2019 - Dec. 2023

Agence Skillz & Platine Communication – Lomé, Togo

- Web and application development: website and application design, maintenance and technical support (Agence Skillz).
- Graphic design (flyers) and technical support, IT process follow-up (Platine Communication).

IT Project Manager

Feb. 2019 - Oct. 2020

Logex IT – Lomé, Togo

- Application and website development, project follow-up, design of graphic materials (flyers, posters).
- Organized events (Apéro+, Hey! Meetup, DIL) and provided commercial support: prospecting, client meetings, proposal writing.

Early experience – Application development (2016-2018)

- Developer Intern, Banque Ouest Africaine de Développement (BOAD), Lomé (May-Aug. 2018) – mockup design and development of a consultant and recommendation management application.
- Web Developer, ROOK IT, Lomé (Feb.-May 2018) – mockup design, interfacing, application design; Pack Office trainer.
- Developer Intern, GESURI Sarl, Lomé (June-Sept. 2017) – client/receivables management application and instant messaging (Laravel, Node.js, Socket.io, Android).

- Developer Intern, Dorekenoo Consulting, Lomé (June-Sept. 2016) – automated credit and money transfer platform “Robot-Agence” (NowSMS, ASP.NET XML-RPC, Laravel).
- IT Intern, IP-SOFT, Lomé (Sept. 2020) – trained on I-Compta, I-Négoce and Paie Direct software.

EDUCATION

MBA in Digital Strategy Management (Bac+5) – Collège de Paris Lomé (UPSILON-ECEMA), Lomé In progress
 MBA in Project Management (Bac+5) – Collège de Paris Lomé (UPSILON-ECEMA), Lomé In progress
 Engineering Degree in Computer Science (Bac+3), Software Engineering – Institut Africain d'Informatique (IAI-Togo), Lomé
 Baccalauréat, Science Track (Biology & Mathematics) – Collège Lycée Notre-Dame de la Trinité (CLNDT), Lomé

ADDITIONAL TRAINING & CERTIFICATIONS

Collège de Paris - ECEMA – Digital Strategy Management (2017)

Designing a comprehensive digital strategy	2025
Commercial development and management specialized in Webmarketing	2025
Implementing digital projects using agile methods	2025

Collège de Paris - ECEMA – Project Management

Recruiting, leading and managing the project team and its members' skills	2026
Ensuring stakeholder engagement and communicating project information	2026
Project manager specialized in international development	2025
Establishing a budget, controlling costs and ensuring procurement of goods/services	2024
Defining and planning activities, managing schedules, identifying and managing risks	2024
Defining, coordinating, ensuring and monitoring project activities	2024

Other training

Digital Frontiers Institute (DFI) – Digital Currency Certification	2024
Enginnova – Training in Artificial Intelligence, Virtual & Augmented Reality, IoT	2019
Africa Coworkers – Business Management Training	2019
Guty AFD – Awareness of Emerging Technologies	2019
British Council – English, IELTS Certificate	2019
Goethe-Institut – German, A1 Certificate	2019
CIB INTA – Office Software Training	2012

TEACHING & OTHER SKILLS

- Part-time lecturer: Professor for Bachelor's (Year 3) and Master's (Year 2) programs in Digital Finance (Distribution Channels in Digital Finance, Technical Integration in Interoperability).
- Design of PowerPoint presentations, visuals and posters.
- Design of data analysis and reporting dashboards.

LANGUAGES

French: fluent reading, speaking and writing. | English: fluent reading, speaking and writing (IELTS certificate).

PROFESSIONAL REFERENCES

Guy-Martial Awoyna - CEO, Orabank Togo
 Kalil Macky - Director of Digital Banking, Orabank Togo
 Abdellah Tabhuret - CEO, Moov Africa Togo
 Régis Netchenawoe - Service Director, Moov Africa Togo
 Michel Lawson - Head of Mobile Money Division, Moov Africa Togo
 Ayao Philippe Awaga - Director, Logex IT