

PROFILE



LANRE ANIMASHAUN MENG (HONS)



+49 1741555314



me@lan.re



[linkedin.com/in/lanre](https://www.linkedin.com/in/lanre)

Nationality: British

Current residence: Luxembourg

CORE SKILLS

- Product & proposition development
- Relationship management
- Product & business strategy
- Team leadership/people management
- Project delivery
- Operations management
- Stakeholder & matrix management
- Commercial strategy
- Business & product strategy planning

Dynamic and results-driven technology leader with over 20 years of progressive experience across product, portfolio, operational, and commercial functions in Europe, Middle East, and Asia. Recognised for exceptional leadership abilities and a proven track record of driving strategy, innovation, and execution through motivated teams, resulting in significant revenue growth. Adept at developing and delivering proposition-led initiatives for customers and the business. Known for cultivating collaborative partnerships with stakeholders to achieve shared objectives. Skilled at building high-performing teams and fostering a culture of excellence.

CAREER SUMMARY

Nov 2019 - Present **Global Head of Mobile Devices Procurement**
Luxembourg **Vodafone Group**

Headed global supply management and procurement for all Vodafone operations worldwide, overseeing strategic commercial relationships with mobile device partners and managing multi-billion Euro annual spend. Led a team of 11 senior global account directors in achieving exceptional results with strong supplier partnerships. Developed and implemented procurement strategies aligned with business goals & delivering optimised commercial benefits.

Key Achievements

- Sustained or improved smartphone market share despite pandemic and chipset shortages
- Introduced strong challengers such as Xiaomi, Oppo, and Honor to balance the ecosystem of vendors and improve product offerings
- Leveraged global relationships and scale to secure above fair share of supply and priority from key vendor partners, resulting in improved availability
- Negotiated and delivered global MOUs (Memorandums of Understanding) and LOIs (Letters of Intent) to strengthen partnerships at scale and deliver differentiation through innovative offerings and product roadmaps

Sep 2014 - Nov 2019 **Head of Device Operations, Asia**
Hong Kong **Vodafone Group**

Managed end-to-end operations, including scouting, BOM, supply chain & logistics, manufacturing quality & CSR, as well as partner relationships with Asian device vendors. Successfully delivered over 10 million units annually, including smartphones, tablets, MBB, CPE, STB, IoT & accessories, across 30+ countries.

Key Achievements

- Delivered Vodafone's first range of consumer IoT devices & expanded the scope to fixed & connected devices, leading to increased revenue & market share
- Overachieved delivery fulfilment targets for three consecutive years, improving customer satisfaction and loyalty
- Introduced new global partnerships with key white-label vendors, expanding product offerings and delivering differentiated solutions to customers
- Delivered a record number of Vodafone Android smartphones to 25+ markets, achieving significant revenue growth and market share gains
- Developed global accessories business, delivering revenue & margin for local markets while improving customer experience with innovative products

Sep 2012 - Sep 2014 **Senior Devices Lead, Asian Partners**
Hong Kong **Vodafone Group**

Led business development, account management, commercial & product strategy for our devices collaboration with 9 partner network operators in Asia Pacific. Ensured delivery of revenue targets for the region and improved partner satisfaction.

Key Achievements

- Successful joint launch of white-label device with partner network in Taiwan
- Delivered best practice sharing of device delivery process to new Asian partners

Jul 2010 – Sep 2012
Dublin, Ireland

Head of Devices
Vodafone Ireland

Delivered strategy to position the company as the best for data by taking end-to-end responsibility for launching consistent devices-led campaigns with key devices partners across all customer segments and sales channels. Significantly drove data adoption and secured revenues.

Key Achievements

- Increased prepay data ARPU by launching low-cost BlackBerry devices, resulting in a significant revenue boost
- Successfully implemented S&OP process across the consumer business, improving cross-functional collaboration and decision-making, resulting in increased efficiency and cost savings

Sep 2008 – Jul 2010
Doha, Qatar

Head of Devices
Vodafone Qatar

Formulated and executed the overall devices, accessories & merchandising strategy (team, processes, relationships) from scratch for a new greenfield operator in Qatar.

Key Achievements

- Opened the first-ever operator-run device service centre in Qatar, providing customers with a convenient and efficient way to troubleshoot and repair their devices
- Exclusively launched the Apple iPhone in Qatar, generating significant buzz and attracting new customers

Jul 2007 – Sep 2008
Newbury, UK

Senior Connectivity Solutions Lead
Vodafone Global Enterprise

Designed and delivered tailored connectivity solutions for global enterprise customers, aligned with business strategy and maximising commercial impact, customer satisfaction, and sales revenue for Vodafone.

Key Achievements

- Delivered a secure remote access solution for a key multinational customer in the US, in conjunction with an external partner, resulting in increased customer satisfaction and a significant revenue boost

Aug 2004 – Jul 2007
Newbury, UK & Düsseldorf, DE

Devices Product/Program Manager
Vodafone Group

Utilised the global device delivery process to deliver customised devices into 25+ Vodafone operating companies.

Key Achievements

- Successfully launched a new category of mobile broadband with USB modem, providing customers with a faster and more reliable internet connection while on the go

Sep 2002 – Aug 2004
Newbury, UK

Graduate Scheme
Vodafone UK

Gained experience working in diverse areas within Vodafone UK operations, including product management, commercials, IT support, and customer care.

EDUCATION

Sep 1998 – Jul 2002
Leicestershire, UK

Master's degree in Electronic & Software Engineering
University of Leicester

Graduated with First Class Honours degree and was the recipient of the Farnell Engineering Award for Best Hardware/Software Project for the Nottingham City Hospital initiative.

QUALIFICATIONS/CERTIFICATION

- Prince 2 Foundation
- APM Project Management
- Oracle DBA Fundamentals
- UNIX Foundation