Electric Transits Africa

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Commercial Director – Electric Transits Africa

Nairobi, Kenya · Full-time

About Electric Transits Africa

Electric Transits Africa (ETA) is accelerating the transition to electric mobility in East Africa. We lease electric vehicles to businesses and organisations on an all-inclusive basis (vehicle, maintenance, insurance, charging and fleet management), and we deploy the charging infrastructure that keeps those fleets moving.

Our ambition is to make electric fleets commercially attractive, financially accessible and operationally seamless for fleet operators across the region. We are looking for an experienced, entrepreneurial Commercial Director to take commercial leadership over ETA through winning long-term B2B fleet leasing contracts and shaping how ETA goes to market.

The role

Large fleet procurements require signed customer contracts, after which the vehicles are procured in bulk. This role therefore goes well beyond selling vehicles. You will structure leasing propositions that work for the customer, for ETA and for our financiers, negotiate long-term agreements, and work with the CEO and CFO to secure the financing behind every new deployment.

You own the commercial process end to end, from first contact to a delivered, paying fleet. Together with the founders, you set and execute ETA's commercial strategy, including which customer segments to prioritise and where to work with dealers, OEMs and other channel partners. This is a hands-on role: you personally source, negotiate and close deals, combining strong selling, financial understanding and an entrepreneurial mindset.

How a fleet deal comes together at ETA

1. **Source:** Identify organisations with real electrification potential and open doors with fleet managers, finance directors and procurement teams.
2. **Qualify:** Map the fleet: routes, daily kilometres, shifts, depots and charging windows. Build the total-cost-of-ownership case against diesel.
3. **Specify:** Agree vehicle model, charging set-up, procurement route, lead times and landed cost with the Head of Operations.
4. **Structure and price:** Build the lease proposal with the CEO and CFO: term, rental, deposit, FX mechanism, service levels and end-of-term options.
5. **Finance:** Prepare the credit case and negotiate vehicle financing with banks and asset financiers, together with the CEO and CFO.
6. **Contract:** Negotiate and sign the lease agreement once financing is committed.
7. **Deploy:** Coordinate ordering, delivery, registration, charger installation and driver onboarding with operations.
8. **Grow:** Review performance with the customer and expand the fleet over time.

Key responsibilities

1. Business development and customer acquisition

- Identify, approach and onboard fleet operators and corporate clients in logistics and distribution, transport, tourism, security and corporate mobility, as well as NGOs, UN agencies and development organisations.
- Build and manage a qualified pipeline of prospects with substantial fleet electrification potential.
- Develop relationships with fleet managers, procurement teams, finance directors and senior executives.
- Lead responses to tenders and framework agreements, including institutional procurement processes.
- Convert opportunities into signed, long-term, multi-vehicle leasing agreements, and grow existing accounts through additional deployments.

2. Commercial structuring, pricing and negotiation

- Lead negotiations with customers on lease pricing, contract duration, service levels and contractual terms.

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- Develop competitive and financially sustainable proposals with the CEO and CFO, within ETA's pricing and margin guidelines.
- Understand the economics behind every lease: vehicle acquisition cost, financing cost, depreciation, residual value, insurance, maintenance and operating cost.
- Assess each deal on profitability, customer credit risk, cash flow and long-term attractiveness before committing.
- Build compelling business cases that show customers the benefits of electrification against conventional fleets.

3. Financing and fleet deployment

- Work with the CEO and CFO to secure financing for new deployments against signed customer contracts.
- Take part in discussions and negotiations with banks, leasing companies, asset financiers and other funding partners.
- Prepare financing packages: customer contracts, credit information, fleet requirements, projected cash flows and unit economics.
- Structure customer agreements so they are bankable and limit ETA's financial exposure.
- Coordinate with operations and procurement so vehicles are ordered and deployed promptly after signing and financing approval, and manage customer expectations on specifications, lead times and delivery.

4. Sales strategy and commercial leadership

- Develop and execute ETA's sales strategy, prioritising segments with strong growth potential and attractive economics.
- Define ETA's go-to-market and channel strategy: where to sell direct and where to partner with vehicle dealers, OEMs and distributors (e.g. referral, co-selling or vendor-finance arrangements).
- Run a structured pipeline with forecasting, conversion targets and regular reporting to the founders.
- Track market trends, competitor activity and new opportunities in electric mobility.
- Contribute to vehicle selection, supplier discussions and new leasing propositions based on customer demand.
- Build and lead the commercial team as the business scales, and contribute to management decisions on positioning, pricing and expansion.

Candidate profile

Required

- Typically 10+ years in B2B sales, business development, commercial management or structured leasing.
- Senior commercial experience at a B2B vehicle leasing or fleet rental company, a vehicle dealer or distributor, or in asset or equipment finance.
- An established network among fleet, procurement and finance decision-makers at multinationals (e.g. beverage and FMCG) and large Kenyan corporates in manufacturing, retail and distribution, with the ability to secure meetings at that level quickly.
- A proven track record of personally leading and closing multi-year B2B contracts, ideally for fleets, vehicles, equipment or other capital-intensive assets, with references to back it up.
- Strong commercial and financial acumen: you understand leasing structures, financing costs, margins and returns, and know what makes a lease contract bankable.
- Experience engaging senior decision-makers and managing long, complex sales cycles.
- Strong negotiation skills, balancing customer needs with commercial discipline.
- Entrepreneurial, proactive and results-oriented; comfortable working independently in a fast-growing company.
- Excellent communication, relationship management and presentation skills, and a strong understanding of the Kenyan business environment.

Preferred

- Understanding of electric vehicles, charging infrastructure and fleet electrification economics.

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- Relationships with NGOs, UN agencies and development organisations operating fleets in Kenya.
- Experience in a start-up or high-growth environment.

How success is measured

- **Contracted fleet growth:** Number of vehicles under signed, financed leases that are delivered and paying.
- **New customers:** Number and quality of fleet operators and organisations onboarded.
- **Commercial profitability:** Contracts that meet ETA's target margins and returns.
- **Pipeline:** A healthy, high-quality pipeline and its conversion rate.
- **Financing readiness:** Contracts structured so financing closes on time and vehicles deploy without delay.
- **Customer expansion:** Growth in vehicle deployments with existing customers.

What we offer

This is a role for a commercially ambitious person who wants to do more than sell vehicles. You will help build a scalable, asset-backed leasing business, bringing together customers, capital and electric vehicles to accelerate sustainable transport in East Africa.

- A senior commercial leadership role in a fast-growing electric mobility company.
- A supportive culture in which every team member contributes to the company's growth and to each other's.
- Direct involvement in commercial strategy, pricing and contract structuring.
- Close collaboration with the founders and management team, with a high degree of autonomy.
- The opportunity to build and lead a commercial team.
- Competitive compensation, including performance-based incentives linked to delivered, paying fleet growth.

If this sounds like the perfect role for you, we can't wait to hear more. To apply: please send your CV and a description of the two or three largest contracts you personally closed (client type, fleet or contract size, term) and the (types of) organisations where you have decision-maker access, to **info@electrictransits.africa**.