

ExperTrait Consulting & Management Limited

Strategy and Execution Advisory for Scaling Mid-Market Firms Across Africa, Europe, the Americas and Asia

Company Profile

ExperTrait is a strategy and execution advisory network purpose-built for the mid-market growth challenge. We combine deep sector expertise with hands-on operational support: we do not just advise — we embed, execute and stay until results are delivered.

With over 15 years of combined experience across financial services, technology, manufacturing and professional services, our advisors bring a multi-disciplinary lens to every engagement.

50+	12	98%	15+
Clients Served	Countries	Client Retention	Years Experience

Our Pillars

Strategic Clarity

We cut through complexity to define clear, actionable growth strategies tailored to mid-market realities.

Execution Rigour

Strategy without execution is hallucination. We embed alongside your teams to drive measurable results.

Advisory Network

Access a curated network of senior operators and industry experts across Africa, Europe, the Americas and Asia.

Our Values

Excellence

We hold ourselves to the highest standards of advisory quality and client outcomes.

Integrity

Transparency and honesty guide every engagement. We tell you what you need to hear.

Partnership

We don't just advise — we embed, we execute, and we stay until results are delivered.

Advisory Services

Growth Strategy

Market entry, expansion planning and revenue acceleration strategies grounded in rigorous analysis.

- Market sizing & opportunity mapping
- Go-to-market strategy design
- Revenue model optimisation
- Competitive positioning

Leadership Advisory

Build high-performing teams through executive coaching and development.

- Executive coaching
- Culture building
- Succession planning
- Organisational design

Cross-Border Advisory

Navigate the regulatory, cultural and operational complexities of scaling across four continents.

- Regulatory compliance roadmaps
- Cultural intelligence frameworks
- Market entry playbooks
- Cross-border structuring

Operational Excellence

Process optimisation, capability building and performance management systems that stick.

- Process re-engineering
- KPI & performance frameworks
- Capability building programmes
- Supply chain optimisation

Innovation & Digital

Digital transformation roadmaps and innovation frameworks to future-proof your business.

- Digital maturity assessments
- Technology roadmap design
- Innovation lab facilitation
- Data strategy & analytics

Governance & Risk

Board advisory, governance frameworks and enterprise risk management tailored to growth-stage firms.

- Board composition & advisory
- Risk management frameworks
- Compliance architecture
- ESG strategy & reporting

Selected Client Work

Colmax Engineering Ltd — Global Expansion

[Nigeria](#)

Positioned the business for global expansion through market entry strategy, international partnership development and operational alignment for scalable growth.

Goal-Tile Intl Ltd — Strategic Positioning

[Nigeria](#)

Developed a comprehensive content and brand strategy, sharpening market positioning and expanding the company's footprint across West Africa.

Smix Sustainable Dev. Ltd — Real Estate Transformation

[Nigeria & UK](#)

Embedded ESG principles across a real estate portfolio, optimising project pipelines and supporting green financing for flagship developments.

AtlasTex Industries — Manufacturing Scale-Up

[Nigeria](#)

Redesigned operations for a mid-market manufacturer through lean manufacturing and workforce development.

Zenith Agro — Digital Supply Chain

[Nigeria](#)

Implemented an end-to-end digital supply chain platform for a leading agricultural processor, enabling real-time inventory visibility across processing centres.

Kova Health — Investor-Ready Governance

Nigeria

Built a board-ready governance framework for a healthtech firm, strengthening investor confidence and board composition.

Meridian Logistics — Regional Dominance

Nigeria

Designed and executed a regional expansion strategy built on an integrated hub-and-spoke operating model.

AgroVentures — AgriTech Platform

Kenya

Advised on the launch of a digital platform connecting smallholder farmers with buyers and advisory services.

TerraNova Hotels — East African Hospitality

East Africa

Supported a hospitality group's regional growth plan, from site strategy to operating model and service standards.

Our Reach

Africa	Lagos · Nairobi · Accra · Johannesburg · Cairo · Kigali
Europe	Rome · London · Amsterdam · Frankfurt · Paris · Zurich · Dublin
Americas	New York · Toronto · São Paulo · Miami · Mexico City
Asia	Dubai · Singapore · Mumbai · Hong Kong · Tokyo

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