

Abebe Assefa Semie

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Profile Summary

I'm a purpose-driven leader with a decade-long track record in digital transformation, fintech, and strategic partnerships across Africa—passionate about building solutions that improve lives at scale. With deep experience from organizations like Microsoft, Google, and most recently as Director at Cellulant, I've worked across markets including Ethiopia, Kenya, Tanzania, Uganda, and Rwanda—designing and delivering high-impact technology and payment solutions in emerging markets.

My focus has always been where technology meets impact, and today that intersection lies in agriculture. I believe agri-fintech is one of the most powerful levers to unlock inclusive growth and financial inclusion in Africa. Whether it's digitizing rural payments, creating farmer-centric platforms, or connecting agro-value chains—my work is about enabling scale, access, and sustainability.

I thrive at the frontier—navigating new markets, building teams, setting up operations from the ground up, and forging partnerships across private and public sectors. My core strengths include strategic planning, enterprise sales, relationship management, and solution selling—delivered with empathy, clarity, and execution discipline.

But beyond all this—I'm a family guy. I come from a large family, and I'm blessed to be raising four children of my own (and wouldn't mind having more!). Family is my anchor, and my faith in God's divine plan keeps me centered through every chapter.

I believe that when we align business, technology, and purpose—we can move nations forward. That's what I'm committed to doing—every day, with heart and humility.

Work Experience

Lecturer, Google Student Ambassador, Solutions Sales Profesional, Services Sales Executive, Business Development

Location: Bahirdar, Addis, Nairobi, Ghana

Responsibilities: 2011-13: Lecturer

2013-2014: Google Student Ambassador

2014-2015: Solution Sales Professional (Microsoft)

2015-2016: Lecturer

2016-2017: Services Sales Executive

2018-2019: Business Development Executive

2019-2022: Business Development Manager

2022-March 2025: Sales Director for Ethiopia and Account Director for Group (Across Africa)

March 2025 - now: General Manager - Kifiya

Education

Master's Degree in Computer Science

Institution: Bahir Dar University | Dates: 2014-09-01 - 2025-05-11

Location: Bahirdar

Skills & Tools

Certificates Earned:, Generative AI for Business Leaders, Becoming an AI-First Product Leader, Mastering Authentic Influence for Highly Successful Sales, High-Stakes Communication, Pricing Strategy: Value-Based Pricing, Negotiation Skills, Key Account Management, Building Business Relationships

Languages

English

Awards & Certificates

Rookie of the Year from Cellulant (2021-12-31)

Description: The "Rookie of the Year" award typically recognizes a new employee or team member who has made an exceptional impact within their first year on the job. It's often awarded in sales, business development.