Rachael Shitanda

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PROFESSIONAL SUMMARY

Dynamic and results-driven **ICT leader, Solution Architect, and Business Strategist** with extensive experience in **telecommunications, digital transformation, cybersecurity, and product development**. Proven track record in **solution design, ICT policy formulation, and strategic consulting** across Africa. Adept at driving **innovation, optimising digital ecosystems, and leading cross-functional teams** to deliver high-impact solutions.

Key strengths include:

- **Telecom & ICT Strategy** – Expertise in **network solutions, broadband expansion, and enterprise systems** for telcos and startups.

- **Product Development & Innovation** – Led **CPE router solutions, SaaS platforms, and IoT projects**, focusing on **usability, security, and scalability**.
- **Cybersecurity & Internet Governance** – Active in **ICANN, GIFCT, and ICT policy development**, shaping regulatory frameworks and digital safety initiatives.
- **Leadership & Collaboration** – Chairperson of the **ICT National Sector Skills Committee**, driving workforce development and industry-academia partnerships.
- **International Exposure & Consulting** – Worked with **Maktech, AFICTA, Safaricom, Halotel**, and government agencies to enhance ICT accessibility and digital inclusion.

Passionate about **leveraging technology for economic growth**, bridging the digital divide, and fostering sustainable innovation across emerging markets.

CORE COMPETENCIES

- Telecom & Digital Transformation
- Solution Architecture & Product Roadmaps
- Agile Methodologies & Program Management
- Stakeholder Management & Strategic Partnerships
- UX Design & Customer-Centric Solutions
- Complex Deal Negotiation & Legal Compliance
- Cross-Functional Team Leadership
- Data-Driven Decision Making
- IoT, Fiber Optics & BTS Construction
- Cross-Functional Team Leadership
- Data-Driven Decision-Making
- Go-to-Market Strategy & Execution
- Stakeholder Collaboration & Communication
- Business Intelligence & P&L Ownership
- Process Standardization & Optimization
- Contract Negotiation
- Project Management & Service Delivery
- ICT Policy & Regulatory Compliance
- Change Management & Continuous Improvement
- Regulatory & Compliance Expertise

EXPERIENCE

Pamba Tech – Nairobi, Kenya
Co-Founder & CEO   *March 2024 – Present*
- Spearheaded the development of business strategies and technology solutions, achieving a 40% market share increase and expanding market reach across Africa.
- Built and led high-performing teams, managed strategic partnerships, and drove business development across the clean energy and ICT sectors.
- Led sales initiatives, securing key contracts and managing relationships with investors, clients, and partners.
- Spearheaded the design and implementation of risk-based security programs to safeguard assets and optimise operations.

- Led compliance initiatives to ensure alignment with regulatory standards and organisational policies.
- Defined long-term product vision and roadmap for technology-driven business solutions, resulting in a 50% increase in operational efficiency.
- Managed end-to-end product lifecycle from scoping, requirements gathering, and planning to testing and rollout.
- Establishing and maintaining strategic partnerships, expanding market presence, and identifying new business opportunities across Africa.
- Maintained strong relationships with investors, clients, and industry stakeholders to ensure alignment with the company's objectives and market trends

Directorate for Post Training and Skills Development, State Department for Labour and Skills Development, Ministry of Labour and Social Protection - Nairobi, Kenya
National Sector Skills Committee (ICT) – Chairperson   *Feb 2024 – Present*

- Appointed as **Chairperson for the ICT Sector Skills Committee**, leading **curriculum evaluation, skills development frameworks, and policy recommendations** for ICT education in Kenya.
- Assessing and advising on **curriculum updates** for universities, colleges, and **TVET institutions** to align with industry needs.
- Engaging with **government, academia, and industry leaders** to shape ICT **workforce development policies**.
- Leading the development of a **Work-Based Learning (WBL) Framework**, integrating **hands-on training** into ICT education.
- Conducting **labour market assessments** to bridge the ICT **skills gap** and enhance workforce readiness.
- Supporting initiatives to **upskill and reskill ICT professionals**, ensuring alignment with **emerging technologies**.
- Collaborating with **government agencies, private sector partners, and educational institutions** to drive **ICT sector strategies**.
- Contributing to **digital transformation, innovation, and ICT infrastructure development policy discussions**.
- Advocating for **labour and skills policies** that promote **digital inclusion and economic growth**.

Maktech Telecommunications Group – Dar es Salaam, Tanzania
Group Head of Product & Brand Positioning   *Feb 2024 – Present*

- Spearheaded **large-scale telecom projects** across **Kenya, Tanzania, Uganda, Mozambique, DRC, Botswana, Madagascar, and Mauritius**, including **fiber optic rollouts**, **BTS construction**, and **managed services**.
- **Designed and implemented product roadmaps** for telecom ISPs and government entities, ensuring efficient project delivery and compliance with vendor standards (**Nokia, Huawei, Ericsson, Ceragon, Motorola**).
- Led **cross-functional teams** to deliver **IoT and telecom solutions**, aligning with customer needs and market opportunities.
- Negotiated and executed **complex legal agreements** with international partners, contributing to **40% growth** in new market penetration.
- Improved project delivery efficiency by **25%** through **Agile frameworks** and **standardised documentation**.
- Directed marketing and sales strategy, including fibre optic solutions, telecom infrastructure, and backbone development, increasing sales revenue by 35%.
- Led the sales and business development efforts, negotiating with key stakeholders such as government bodies and private telecom operators to expand market reach and increase revenue growth by 40%.
- Implemented go-to-market strategies for emerging telecom technologies, boosting brand presence and increasing market share across Africa.
- Directed strategic development and execution of ICT solutions across Africa, enhancing infrastructure and driving digital innovation.
- Led large-scale ICT and telecommunication projects, ensuring alignment with international standards
- Cultivated partnerships with government agencies, private sector organisations, and NGOs to advance ICT initiatives.

- Fostered strategic partnerships with government entities, ISPs, and key stakeholders to drive business growth and market penetration.

African ICT Alliance(AfICTA) – Nairobi, Kenya
Deputy Chair, Vice Chair of East Africa & Board Member   *Oct 2023 – Present*
- Developed and led government engagement strategies to promote ICT adoption and innovation across Africa.
- Fostered partnerships with government agencies, businesses, and NGOs, aligning public and private sector objectives.
- Advocated for policies supporting digital payments, e-governance, and economic digitisation, driving regulatory support for key initiatives.
- Led the development and execution of regional strategies to secure funding for ICT-related humanitarian and development initiatives.
- Established partnerships with government agencies, private donors, and NGOs to align program goals with donor priorities.
- Advocated for policy frameworks supporting digital inclusion and sustainable development, driving regional impact.
- Secured additional funding for ICT projects, enhancing the organisation's impact in member states.
- Spearheading policy advocacy and strategic initiatives to enhance ICT adoption and governance across Africa.
- Collaborating with government entities and industry leaders to align ICT policies with sustainable development goals.
- Leading multi-stakeholder discussions to address challenges in digital infrastructure and capacity building.

ICANN (Internet Corporation for Assigned Names and Numbers) – Remote
Business Constituent Committee Member   *Mar 2023 – Present*
- Contributed to the development of emerging technology policies within the domain name system and internet governance spaces.
- Worked closely with global stakeholders to ensure security, privacy, and blockchain integration across telecom and technology solutions.
- Developed the Privacy and Proxy Services Accreditation Issues (PPSAI) Policy and contributed to the Transfer Policy for the Generic Names Supporting Organization (GNSO).
- Advocated for business constituency interests, analysing policies and providing actionable insights.
- Fostered stakeholder collaboration and ensured compliance with ICANN's bylaws, policies, and contractual obligations.

MentorIst – Nairobi, Kenya
Head of Products   *Jan 2023 – Present*.
- Managed the end-to-end product lifecycle of AI-driven platforms and cloud-based solutions, successfully scaling products that improved user experience and increased adoption by 30%.
- Spearheaded the development of emerging tech products in UX/UI design and data protection, ensuring the products met market needs and were aligned with industry standards.
- Oversaw market positioning and sales strategies for tech products, focusing on customer-centric solutions that drove sustained revenue growth.
- Manage from concept to design, sample production, testing, forecast, cost, mass production, promotion, support, and final product end-of-life.
- Directed the product lifecycle for digital solutions, achieving high user adoption and satisfaction rates.
- Integrated ICT innovations into operational systems to optimise efficiency and productivity.
- Leveraged data analytics to guide product development and enhance user experience.
- Collaborated with software engineering teams to design and implement solutions, ensuring alignment with business needs.
- Developed and managed project plans, including scope, schedule, and risk mitigation strategies.

- Utilised customer insights to refine user experience, resulting in increased satisfaction and market competitiveness.
- Delivered and planned growth objectives, including market share, revenue, profit, and return on investment for all the channels/categories of business and key customers.

Adrian Kenya Limited – Nairobi, Kenya
Product Solution Architect & Business Development Lead – Technology Solutions   *March 2020 – Mar 2022*
- Led the design, implementation, and business development of advanced technology solutions in fiber optics, IoT, and SCADA systems, focusing on telecom and government projects.
- Negotiated and secured contracts with telecom companies and government agencies, resulting in high-value partnerships and project implementations.
- Designed and executed the **Kenya Last Mile County Connectivity Project** (LMCCP), **Lironi to Nakuru Backbone Fiber** and **Safaricom Fiber Rollout projects**, ensuring **on-time** and **on-budget** delivery.
- Developed **custom telecom solutions**, including **router design**, for ISPs and government agencies, enhancing network performance and reliability.
- Led **end-to-end scoping and delivery** of telecom and power infrastructure projects, ensuring alignment with industry standards and regulations.
- Optimised internal processes through **Agile** and **Scrum methodologies**, reducing delivery times by **20%**.
- Oversaw the entire sales strategy for telecom infrastructure and network solutions, ensuring the seamless execution of large-scale projects across East Africa.
- Developed tailored solutions to address complex network needs, enhancing the telecom infrastructure across the region.
- Led proposal development and business development strategies, winning multi-million-dollar projects in the technology and infrastructure sectors.
- Designed innovative systems to improve efficiency in project management, monitoring, and reporting.
- Managed major infrastructure projects, including the Lironi to Nakuru Dark Fiber project and the Safaricom Fiber rollout, ensuring timely delivery and stakeholder satisfaction.
- Collaborated with government agencies, utility companies, and technology partners to execute multi-sectoral projects, achieving alignment with organisational goals.

Adrian Kenya Limited – Nairobi, Kenya
Software Developer   *Aug 2019 – Mar 2020*
- Designed and implemented ERP applications, enhancing workflow and user engagement.
- Conducted comprehensive UX research, delivering insights that informed design decisions and optimised user interfaces.▪
- Developed software solutions by studying information needs, conferring with users, studying system flow, data usage, and work processes
- Investigating problem areas, following the software development life cycle
- Mentored junior developers, fostering skills development and innovation within the team.

Romer Services Limited – Nairobi, Kenya
TECHNICAL SUPPORT ENGINEER   *Jun 2017 – Feb 2019*
- Provided timely and effective technical support to customers.
- Diagnose and troubleshoot hardware and software issues, providing clear solutions or workarounds.
- Assisted customers in configuring and using Romer Tech's products and services.
- Documented technical issues, resolutions, and customer feedback in the internal knowledge base.
- Collaborated with the product and engineering teams to provide feedback and recommend improvements to products and services.
- Conducted extensive product training and webinars for customers.

Gamcode – Nairobi, Kenya
TECHNICAL SUPPORT ENGINEER   *Jun 2017 – Feb 2019*
- Provided 1st and 2nd line support for hardware and software issues, resolving user problems and minimising downtime.

- Managed internal systems, including Linux/Windows Servers and load balancers, ensuring performance and availability.
- Automated workflows and reduced inefficiencies by implementing custom scripting solutions.
- Supported engineering teams with system-level troubleshooting and enhancements.
- Troubleshoot and resolve system issues, collaborating with vendors for complex technical challenges.
- Coordinated with external support vendors when necessary and ensured efficient escalation processes.

Glassdoor/SAMA AI – Nairobi, Kenya
Content Moderator   *Apr 2015 – Aug 2017*
- Reviewed and moderated content to align with client guidelines, ensuring quality and compliance.
- Achieved a 20% increase in customer satisfaction by improving content workflows.
- Performed content reviews under the client supervision for international and Domestic cases, following client processes and procedures
- Responsible for the activities assigned by the team lead and subject matter experts.
- Trained AI systems for content moderation, enhancing automation and accuracy.

LEADERSHIP

Ministry Of Labour and Social Services - Nairobi, Kenya
Chair Executive ICT Skills Development Committee   *Jan 2024 – Present*
- Ensure that the workforce is adequately trained and adaptable to the evolving demands of the market.
- Help reduce skill gaps, improve employment outcomes, and support the nation's long-term economic objectives

Computer Society of Kenya – Nairobi, Kenya
Chair, Policy Formulation and Engagement Committee   *Jun 2023 – Present*
- Spearheaded the development of regulatory and policy recommendations to enhance industry compliance and innovation.
- Engaged with government officials and industry leaders to advocate for policies supporting technology growth and sustainable practices.

EDUCATION

Jomo Kenyatta University of Agriculture and Technology – Nairobi, Kenya   *Ongoing*
MSc, Computer Systems
Presbyterian University of East Africa – Nairobi, Kenya   *Nov 2014*
BSc, Computer Science

KEY PROJECTS & ACHIEVEMENTS

- **Telecom Infrastructure Rollouts** – Led the BTS construction and fiber optic deployment across seven African countries, delivering advanced telecom solutions for government and corporate clients.
- **Router Solution Design** – Led the development of custom router solutions at Adrian Kenya, improving client connectivity and reducing network downtime
- **Pamba.Africa SaaS Developmen**t – Built a business management platform improving operational efficiency and client engagement in the wellness industry.
- **DW Learning Platform** – Designed an accessible, multi-language education system, ensuring scalable UX and compliance with WCAG standards.
- **Mentorship Platfor**m – Launched an AI-powered matching platform that improved user engagement by 30% through advanced UX research and personalised learning paths.

ADDITIONAL

Certifications & Training:

- Project Management Professional(PMP) - 2024 - Ongoing(Exam Scheduled)
- Security Analyst – USIU Africa (2022)

- Sales and Business Development – Adrian (2020)
- Entrepreneurship – USIU Africa (2022)
- UX Design Certificate – Akili Plus (2020)
- Data Protection – CIPIT, Strathmore University (2022)
- Data Science - Africa Data School(2023)
- ITIL Strategic Leader Certification (Training Completed)

Awards & Recognition:
- Female Founder of the Year Nominee – SHE Awards (2024)
- Connected Awards Nominee – Techtrend Africa (2022)