

CURRICULUM VITAE

PERSONAL INFORMATION



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BOARD MEMBERSHIP CURRENTLY

- KENYA BUREAU OF STANDARDS, PLYWOOD & BOARDS TECH COMMITTEE
- ELLE INTERIOR DESIGNERS LTD, MANAGING DIRECTOR
- AFRICAN INLAND CHURCH, LANGATA – BUILDING COMMITTEE

WORK EXPERIENCE

April 2008 to Date

FOUNDER & MANAGING DIRECTOR: ELLE INTERIOR DESIGNERS LIMITED

I registered Elle Interior designers Ltd close to 10 years ago and have grown it to an international award winning company, handling interior design and construction projects across the county.

The Elle Group of Companies have 5 permanent staff and 40 contracted staff

The companies include a furniture and fixtures distribution arm, a landscaping company and a premium interior design training program that trains and mentors 100 + business students per annum.

RESPONSIBILITIES

I develop strategies to actualise and rollout ELLE company values, mission, vision, and annual tasks and targets.

1. Mission, Policy and Planning

- Oversee annual Marketing strategy and implementation
- Support the Board in approval of annual Capital expenditure and Operational expenditure budgets for the various company departments
- Effective adoption of Risk strategy analysis and subsequent policy adoption
- Development and review of Human resource policy
- Participation in Research and Development initiatives and engagements so as to contribute to overall business sustenance framework

2. Management and Administration

Managing senior management functions for effective and smooth running of the Elle companies:

- Supporting effective staff recruitment, coaching, growth, appraisal and retention. Currently, 6 permanent report directly to me.
- Approval and authorisation of expenditure items exceeding \$ 10k
- Sign off and approval of company contracts exceeding \$ 45k
- Chairing monthly staff business review meetings to track company performance
- Regular review of Service Level Agreements to ensure compliance and quality assurance standards are adhered to
- Stakeholder management: shareholders, board members, contractors, suppliers, staff and the end customer(s)
- Ultimate Project sponsor for all Elle construction projects
- Approval and support of business investment proposals

3. Governance

I serve as a conduit between the various facets of Elle representation, contributing to stakeholder consensus on numerous policies and effective implementation of the same

- Chair meetings with suppliers in charge of out-sourced functions of Legal, HR, Procurement, Office Services, IT, Finance and Staff Pension
- Recommends volunteers to participate in the Board and its committees
- Works with the Board officers and committee chairs to get the best involvement of each Board member
- Communication of annual company Tasks & Targets and Marketing strategy to the Board members and follow up on their adoption
- Aid the Board articulate its role and accountabilities between individual members and staff members
- Regularly review, evaluate and grade Board performance bi-annually
- Update Board on corner-stone company activities with a view of ensuring activities are consistent with sector law and practices so as to guard the ELLE license to operate

4. Financial Planning Support

- Contribution towards development and approval of annual company budget
- Approval of quarterly and annual company audits
- Working with the board to ensure effective financing of short and long term activities
- Chief support of the overall company fund development program: overseeing purchase of company fixed assets with a minimum 40% ROACE
- Guide and enable the Board to participate actively in the fund development process
- Support the Board and its development committee design, implement and monitor a viable financial plan, policies and procedures

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5. Marketing Focal Point for the Board

- Managing the customer journey (customer relationship management)
- Approving company marketing images and message boards
- Instilling a marketing led ethos throughout the business
- Researching and reporting on external opportunities
- Developing the annual marketing strategy and plan
- Developing marketing guidelines & policies
- Management of the marketing mix

AWARDS AND EDUCATION

2014: Architectural Association Of Kenya (AAK), Honorary Award for positive contribution to the Kenya Interior Design Industry

2013 - 2014: African Property Awards, Highly Recommended Office Interior Design - Dubai

2013: Strathmore University, Outstanding Young Female Alumni Award

2012: Africa SMME, Outstanding Young Enterprise Award Africa, 2nd Runners Up – Cape town, South Africa

2003 - 2007: Strathmore University; BCOM Degree (Honors)

2005 - 2007: Kenya Institute Of Management (KIM); Diploma In Human Resource Management

2004 - 2005: Kenya Institute Of Management (KIM); Advanced Certificate In Business Management (ACBM)

PERSONAL SKILLS

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| Communication skills | ▪ Excellent |
| Organisational skills | ▪ Excellent – currently in charge of a team of > 40 staff members |
| Position-related skills | ▪ Excellent – effective role management as Board Member and CEO |
| Computer skills | ▪ Excellent, fully proficient in both Windows and OS X |
| Other skills | ▪ Good interpersonal and listening skills |

MEMBERSHIPS

1. THE Women On Boards Network - aimed at promoting and encouraging women into Board leadership the Network provides a platform that brings together women from diverse fields and ranks; supporting those already sitting on Boards to effectively carry out their roles and responsibilities whilst up skilling and preparing for the Boardroom those who are already in senior leadership roles but are not yet sitting on any Board.

2. Supamamas – a group of women entrepreneurs whose main goal is the education and empowerment of young women in society on matters business and careers through interactive talks, mentorship and CSR activities.

REFEREES

- Judge Grace Nzioka
The High Court Of Kenya
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- Nisha Van Hoek
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