

Ndungu Wanyeki Muigua

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PROFILE

I am a forward thinker who takes pleasure in generating meaningful insights from information to guide on business strategy. With 5 years' experience offering consultancy within the research industry, I have successfully guided clients within different stages of their business cycles. Over the years, I have consulted within the banking, insurance, technology, advertising, FMCG, agriculture, personal care, real estate and the food and beverage industry among others. My goal is to continuously provide technical and strategic support for businesses to achieve their growth and profitability goals.

EDUCATION

Masters of Business Administration in Marketing:

United States International University

Graduated in 2011

Business Commerce Degree in Accounting/ Business Administration and Management:

Daystar University

Graduated in 2006

PROFESSIONAL

MEMBERSHIP Registered Member of the Marketing and Social Research Association of Kenya (MSRA)

SUMMARY OF RECENT ACCOMPLISHMENTS

- 2019** Successfully assisted Stanbic to understand the women in SME segment and design a product serving for the market. 'Dada' was successfully launched in June 2019
- 2018** Successfully assisted in developing a segmentation and brand strategy for Britam in 2017. Internal initiatives instituted to realign to the market.
- 2017** Successfully guided on the opening of Gloria Jean's coffees Kenya in 2018 by conducting a feasibility study. Plans to open additional outlets currently underway.
- 2016** Successfully guided on market growth and repositioning strategy for Megatrade Investments Ltd, a Tanzanian company in the alcoholic beverages industry.
- 2016** Participated in the Annual Market and Social Research Association (MSRA) conference in 2017. Won award of best paper presented.
- 2015** Guided on a new product Development (NPD) initiative for Bic through intense shaving razor testing ethnographic interviews conducted within Nairobi and the environs in 2015-2016.

SUMMARY OF SKILLS

1. Planning and management ability with the ability to manage and inspire diverse teams
2. Ability to design strategic plans and strategy documents.
3. Ability to derive impactful insights from huge information sets and trends
4. In depth understanding of consumer behavior
5. Technical ability to structure and design a research survey
6. Excellent moderation skills with the ability to engage respondents and generate valuable insights
7. Ability to design questionnaires and Discussion guides for data collection
8. Excellent writing, Communication and presentation skills
9. Excellent people and networking skills
10. Strong negotiation skills
11. Excellent client service and engagement ability
12. End to end project management skills
13. Ability to prepare and manage huge budgets

EXPERIENCE

Independent consultant: Current

Roles

- Structuring and managing Market and social research projects
- Strategy solutions: Sales, Brand, communication, marketing, product, distribution and customer acquisition, loyalty & retention strategy

Research Executive: January 2014 to July 2019

CONSUMER OPTIONS

Major responsibilities

- **Insighting and strategy planning**
 - Analysis and synthesis of the data sets
 - Insight generation and report writing
 - Presentation of reports
 - Participating in strategy workshops with clients
- **Project management**
 - Management of end to end project activities
 - Leadership and oversight of project teams
- **Business Development**
 - Growing the clientele base
 - Proposal structuring and thought leadership
- **Client service**
 - Taking lead on account management

Other responsibilities

- **Project planning and set up**
 - Planning of project teams and resources
 - Designing the project execution plan
 - Designing of Questionnaires and Discussion Guides
- **Moderation**
 - Moderation Focus Group Discussions, in-depth interviews and ethnographies
- **Budgeting**
 - Preparing project cost estimates
 - Management of project finances
- **Mentorship**
 - Mentorship of junior staff

Markets covered:

- Kenya, Uganda, Tanzania, Nigeria, Zambia and Botswana

Methodologies applied:

- Quantitative research, Qualitative Research, Desk research and projective modeling

Bank Officer: May 2013 to December 2013

ECOBANK KENYA

Responsibilities:

Credit analysis:

- Appraisal of loan applications by analysis of client financial documents
- Preparation of credit reports
- visits to business premises to validate the loan application documents

Securities verification:

- Verification of collateral documents provided
- Indexing of collateral documents provided
- Discharge of collateral upon clearances of loan balances

Risk management:

- Monitoring and evaluation of loan repayments that have been flagged as risky
- Taking recovery measures on defaulters

Marketing Executive: August 2012- December 2012

EAGLE EYE LASER CENTRE (EELC)

Responsibilities:

- Developing marketing strategies
 - Designing marketing activities plans
 - Designing communication strategies
 - Monitoring and evaluation of market communication
- Business development
 - Segmentation of the market to identify specific target businesses to offer services
 - Preparation of customized proposals targeted at different industry and business segments
- Management of outdoor activities
 - Planning for clinics to be conducted at different organizations and events as part of the marketing awareness activities

Sales Executive: January 2012 – July 2012

BARCLAYS BANK OF KENYA (BBK)

Responsibilities:

- Sale of Bank products

- Prospecting for clients through cold calls and referrals
- Presentation to groups and individuals on product offer
- Financial advisory
 - Engagement with existing and new clients on financial solutions that suit their current financial needs

Research Consultant: July 2011 -September 2011

DIGITAL DIVIDE DATA KENYA (DDD)

Responsibilities:

- Designing a research plan for a feasibility study
- Development of the data collection tools
- Management of data collection
- Data analysis of data and insight generation
- Report writing and presentation of findings.
- Designing a strategy implementation blueprint

Marketing Director: August 2008-May 2011

CLOTHING COMPANY

Responsibilities:

- Business development
 - Growth of client portfolio
 - Sourcing for long term partnerships
- Supplier relations
 - Sourcing for suppliers that are cost effective
 - Building long term relationships with suppliers

Finance Clerk: August 2007 to May 2008

KENYA COMMERCIAL BANK

Responsibilities:

- Auditing critical back log entries
 - Reviewing bank books to facilitate for action on outstanding accounts so as to pave way for a new banking software
 - Identification of critical backlogs that need action
- Audit report
 - Preparation of an audit report on accounts that need action and the corrective action required
- Corrective action
 - Writing off critical backlogs
 - Merging accounts

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REFERENCES

- Professional references to be furnished upon request