

GEORGE OLUM SISO

Business Strategy & Development Professional

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CAREER SUMMARY

I am a *Business Strategy & Development Professional* who has more than 15 years of professional experience in business growth and development, accounting, financial management, monitoring & evaluation, project management, sales and market strategy with a proven ability to drive growth and improve company worth. With expertise in grants and fund management, market intelligence, campaign management, I aspire to attain a managerial position to extensively use my acquired skills whilst meeting organization’s objectives.

SKILLS & PROFESSIONAL MEMBERSHIPS

Core Skills

- Strategy Management
 - Marketing Strategy
 - Competitive Market Intelligence
 - Operations Management
 - Bid Development and Proposals
 - Monitoring and Evaluation
- Performance Management
 - Funds Management
 - Business Growth and Development
 - Financial Controls
 - Commercial Negotiation
 - Budgeting Controls
- Client Engagement
 - Market Positioning
 - Key Account Management
 - Business Consultancy
 - Staff Support
 - Risk Management

Professional Membership

- Marketing Society of Kenya | Full Member
- Kenya Institute of Management

WORK EXPERIENCE

BUSINESS DEVELOPMENT MANAGER – inABLE (Oct 2014 – Present):

inABLE has a goal to power the potential of children in rural Africa by providing them with resources that allow them to pursue their capabilities, regardless of disability or circumstance.

KEY RESPONSIBILITIES

Business Strategy: Providing business development leadership and coordination for identified partners responsible for optimizing income generation from a diverse range of donors in support of organization’s programmes and regional operations.

Program Coordination: Working with regional teams to ensure funding plans reflects programme strategy and appropriate regional and international donor mapping is up to date.

Funds Management: Contributing to a global, coordinated fundraising strategy, centered around core areas and signature programmes to ensure consistency and coherence in funders and partnership engagement across funding portfolio.

Stakeholder Engagement: Supporting board to identify priority partners and support on this engagement including with I/NGOs and other development actors in support of joint programming and consortia opportunities.

Marketing Strategy: Liaising with PR marketing to ensure appropriate go-to market material is developed.

Financial & Grant Management:

- Ensuring that all transactions are properly accounted for and the financial systems are maintained, under all procedures and controls.
- Working with funders, auditors, accountants and donors to protect our organization from bad audits, disallowed costs, and lost funder confidence.
- Building funder relationships that contribute to future grant awards.
- Overseeing when to ensure grants are implemented according to the operational and financial needs of the organization.

Staff Supervision: Keeping the relevant staff informed about upcoming deadlines and deliverables, thereby ensuring smooth completion of work responsibilities.

Financial Reporting: Providing detailed reports to the funders and the board of directors with respect to the organization's and projects progress.

Record Keeping: Monitoring paperwork and other related documents connected with grant-funded programs as well as records of all payments and receivables while preparing monthly records for all grants.

Campaign Management:

- Managing a range of fundraising campaigns, including social media, online display, email, DRTV, direct mail, face to face, telemarketing, and SMS
- Covering, planning, briefing, execution, measurement and evaluation of campaigns
- Reporting on campaign performance against KPIs and budget while producing detailed insight, analysis and recommendations for future.

Research: Sourcing inspiring case studies, writing strong briefs that ignite agencies' desire to produce engaging pieces, and ensuring work is produced to the strongest standard.

Communication: Communicating with and coordinating across a range of internal and external teams and stakeholders to produce engaging, integrated and sustainable fundraising campaigns.

Capacity Building: Providing training and support to the wider supporter engagement team in digital fundraising.

Proposals & Bid Development:

- Leading in proposal development, coordinating with donor proposal development and technical teams.
- Reviewing proposals from an M&E perspective and providing assurance to ensure quality submissions.

Partnership Management:

- Maintaining and strengthening existing partnerships and developing new ones to ensure delivery of set out objectives.
- Conducting monthly support supervision visits to partners and volunteers to support the partnerships and ensuring quality standards; providing on the job coaching and support as needed.

Programme Development:

- Ensuring projects are implemented according to agreed annual, quarterly and monthly work plans and budgets; delivering against timeframes, milestones, output and outcome targets/objectives.
- Reviewing financial and activity progress monthly while taking corrective actions to ensure timely and quality implementation.

Risk Management:

- Ensuring that all issues and risks are identified, documented and mitigating actions taken.
- Maintaining project files and document control procedures according to set out policies

Project Team Management:

- Working with recruitment specialists to plan and recruit volunteers (including JDs, CV review, and technical interviews) and ensuring partners are engaged in volunteer recruitment.
- Engaging volunteers in project planning and review; supporting them to identify linkages between their work and delivery of goals.
- Monitoring & Evaluation: In coordination with Monitoring & Evaluation and PR agencies, ensuring good M&E practices are embedded and aligned to set out framework, including documentation of good practices and case studies for visibility and reporting

Data Management:

- Ensuring the right supporters are communicated with for the appropriate campaigns by using data effectively to produce target ROI.
- Using Raiser's Edge database for data handling, monitoring the success of marketing activity and providing insights, and ensuring reports are produced regularly and recording campaign performance accurately.

Key Accomplishments

Research:

- Successfully coordinated two countrywide baseline studies funded by UKAID under the name Mwangaza with Georgia Tech & Kenyatta Universities as the lead partners.
- Oversaw a Safaricom product research that made the M-PESA app accessible to blind.
- Successfully designed and deployed a rapid baseline study in four counties for a DFID project by the name "Leave no Girl behind" project

Project Management:

- Successfully coordinated expansion of the programme by setting up four new projects in three counties, ensuring that the projects were of high quality and effectively deployed within time and budget.

- In conjunction with VSO, LCD successfully designed and implemented the “Leave no Girl behind project” after winning a call for proposal by DFID

Monitoring & Evaluation:

- Developed, standardized and deployed survey tools and data collection forms to implement monitoring and evaluation plans effectively.
- Conducted baseline surveys and impact study on projects assigned.

Events:

- Successfully grew the proceeds from the annual inABLE Charity Golf Tournament by 150% through new corporate sponsorship packages.
- Together with Safaricom designed and coordinated a quarterly breakfast forum meeting to foster disability inclusion both through employment, with the aim to unpack and derive a shared understanding of the GDS 2018 commitments amongst stakeholders and to collectively mainstream disability to scale in a sustainable and coordinated way in Kenya.

Partnership Management:

- Took leadership of crafting and signing of partnership MOUs with Ministry of Education, Min of ICT in the deployment of the digital learning program.
- Oversaw the signing of MOUs with Safaricom and Internet Solution for free internet supply to the inABLE programme.
- Fundraising: Developed a fundraising strategy that led to an Increase inABLE’s annual budget, by reducing costs, improving the operations to save the company money, as well as bringing on board new donors (GE, Rockefeller, Microsoft, Safaricom Foundation, Rotary Club, Cisco)

Grant Management

- Provided oversight and management to 7 grants awarded for 2,500 visually impaired youth over a period of 4 years.
- Developed proposals and managed funds from UNICEF, General Electric, Rockefeller, Microsoft, Safaricom Foundation, Rotary Club, Cisco, blackboard, Google, SportPesa foundation and Internet Solution.
- Assisted with creating and managing operating Budget and maintained detailed financial records associated with grant management.
- Developed and maintained business relationships with grant partners and leading stakeholders.
- Worked with Development staff to plan and conduct fundraising events, as well as presented funding-related information to the Board of Directors.
- Assisted in planning and carrying out educational programs for youth living with vision impairment.
- Wrote and provided monthly data input and performance reporting for grants received
- Increased grant funding revenue by over 50% in first two years.
- Successfully secured a 3-year collaborative pilot grant for a youth employable skills training program for youth with vision impairment.
- Collected, managed, and reported on all programmatic statistics for four counties.
- Managed personnel matters including screening of employee applications, conducted interviews, promoted continuing education for teachers, and maintained compliance.
- Planned fundraising events, organized volunteer campaign, and developed organization's website.
- Reviewed grant reports for content and substance to ensure goals were written in measurable terms and provided a complete overview of grant activities

PROJECT COORDINATOR – GOOGLE/COGNIZANT/ROUNDTRIP KENYA (Sept 2013 – Oct 2014)

Key Responsibilities

Operations:

- Helping the Contract Manager with the development of operating procedures and policies.
- Identifying potential problems and proactively coming up with solutions to address them in advance.
- Identifying, analyzing, prioritizing, mitigating and communicating project risks and providing project support to senior Project Managers.

Performance Management:

- Reviewing the efficiency and effectiveness of service delivery.

- Involved in interpreting performance data and translate this into practical situation.

Documentation: Writing up documentation for safety, health and occupational procedures.

Financial Management: Responsible for handling the projects finances and resolving any financial queries that are raised.

Project Management:

- Coordinating projects from inception to completion.
- Developing training and briefing material for staff, organizing and managing project team.

Key Accomplishments:

- Acted as administrative support to Project Managers and Directors on projects by communicating with project manager to report on project status over my tenure
- On boarded target business premises in Nairobi and its environs on the google maps platform on schedule, ensuring proper resource allocation while keeping labor costs low

AGENCY REGIONAL ACCOUNT MANAGER – Armicon & Simba Pharmaceutical Ltd (Feb 2005 – Aug 2013)

Key Responsibilities

Marketing Strategy:

- Accomplishing marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
- Achieving marketing and sales operational objectives by contributing marketing and sales information and recommendations for strategic plans and review.

Distribution Channel Management:

- Identifying best Channel Program models-recommendations regarding design and management of the vendor's programs.
- Developing Area Distribution plans, programs and concepts and be full involvement in their execution including roll out of the Route to Market execution program.
- Ensuring all Distributors operate within the set Distributor Operating Standards through carrying out the Distributor Operating Standards Appraisals [DOSAs] –every 3 Months (Quarterly) –while taking immediate corrective action where required
- Sales Analysis: Review distributor's point of sales reports and providing reports that highlight areas of concern that had gone unnoticed.
- Recruitment: Developing a partner selection and performance measurement model to aid the partner recruitment & management process.

Strategy Management: Facilitating a strategic planning meeting that enables the distributor to assess their strengths/weaknesses in an objective manner, and helped them to identify key opportunities and address potential threats.

Training: Providing Sales Training (basic and advanced) for channel managers to improve their engagement with and influence over key partners.

Retail Outlets Management:

- Touring sales floors regularly to resolve issues and execute sales strategies and managing stock levels, making key decisions about stock control.
- Analyzing sales figures and forecasting future sales and interpreting trends to facilitate planning.
- Using information technology to record sales figures, for data analysis and forward planning.
- Organization: Organizing special promotions, displays and events while supporting the deployment of consumer and experiential programs across the country.

Market Strategy: Maintaining awareness of market trends in the retail industry, understanding forthcoming customer initiatives and monitoring what local competitors are doing.

Sales Management: Building relationships with different stakeholders within the customer base, identifying sales opportunities by uncovering hidden business needs and utilizing creative financing strategies to overcome objections.

Client Service:

- Accelerating the decision-making process by helping customers recognize the consequences of their pain points.
- Articulating the value proposition to address specific business needs and creating simpler sales proposals that focus on ROI.

Key Accomplishments

- Aurobindo Pharma Pvt (India): Established and positioned the Critical Care Products in all the key hospitals and institutions in Coast region for Aurobindo pharmaceutical limited, acquiring 40% market share between July 2012 to December 2013.
- Recon Pharma (India): Responsible for planning, budgeting, coordinating promotional campaigns, designing marketing programs for the sales team in my region and preparing attractive presentations leading to achievement of our sales targets between 2011 to 2012 and maintaining the market share for RECON HEALTHCARE, MEDIORALS LABORATORIES, PROEL PHARMA and the other Pharmaceutical lines listed below.
- ❖ Steadman Pharma (Pakistan): Oversaw six-month marketing program for a targeted market, successfully launching the Steadman range of OTC products raising revenue by 60% through aggressive direct sales at wholesale and retail account and order booking in coast region between June 2010 to 2011
- ❖ Medioral Pharma (India): Established a 23% average sale growth per quarter of Medioral range of pharmaceuticals in coast region, between 2009 to 2010 through innovative and effective sales tactics.
- ❖ CCL Pharma (India): Positioned CCL range of products in coast market after a takeover from Depo Pharma in January 2009 turning around the performance through diversifying market segments and initiating effective promotional events.
- ❖ Hilton Pharma (Pakistan): Established Hilton range of products from zero sales to an average of Ksh 2.8M per month between January 2005 to December 2006 in Nairobi and South Rift through proper product placement and niche marketing Turned around performance in coast region from an average of KSH 0.02M to KSH 3.2 M per month between February 2007 to November 2008 by opening up institutional outlets

KEY SALE ACCOUNTS – JUBILEE INSURANCE KENYA (2003 JUNE – JAN 2005)

Key Accomplishments

Client Service:

- Listening to each client to gain a deep understanding of their individual needs and desires from doing business with the company and managing and resolving all conflicts with clients in a timely, efficient manner to ensure repeated business and client loyalty.
- **Sales:**
- Generating sales for a portfolio of company accounts to reach the company's sale target goals
- Determining new sales opportunities with existing clients through up-selling and cross-selling

Key Accomplishments

- Achieved 30% revenue growth in by signing up freshly employed university graduates to new products.

EDUCATION

ACADEMIC TRAINING

- **MBA: MARKETING & STRATEGIC MANAGEMENT** – University of Nairobi (2009 – 2013)
- **BSC CHEMISTRY & MATHEMATICS** – University of Nairobi (1998 – 2003)
- **KENYA CERTIFICATE OF SECONDARY SCHOOL** – St Mary's School Yala (1993 – 1996)
- **KENYA CERTIFICATE OF PRIMARY SCHOOL** – Sinaga Primary School (1984 – 1992)

PROFESSIONAL TRAINING

- **MONITORING & EVALUATION** – Kenya Institute of Management (2019)
- **CERTIFICATE IN EFFECTIVE CHARITY MANAGEMENT & COMPLIANCE – NGOs** Coordination Board (2016)
- **CERTIFICATE OF PROFICIENCY** – College of Insurance (2004)

REFEREES

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