
Managing Director

Enabling the achievements of full business potential by delivering strategic operational leadership.

Accomplished and performance driven professional with extensive experience in design handling management, sales, marketing, business development, and operations management. Solid history of success in managing business operations, including project management, sales, channel development, and all strategic and operational marketing and customer relationship activities. Skilled at developing and executing marketing, sales, and business development strategies and administrative, operational, and commercial structures. Performance driven leader with proven expertise in arranging training and development sessions and building/leading cross-functional teams to achieve shared visions and goals.

Highlights of Expertise

- Strategic Business Planning & Execution
- Design Handling Management
- Sales & Marketing Management
- Team Training & Leadership
- Production Management
- Relationships Building
- Customer Satisfaction & Retention
- Process & Revenue Optimisation
- Recruitment & Staffing Initiatives
- Key Account Management
- Contract Negotiations

Career Experience

BUMA Holdings Co. Ltd., Nairobi, Kenya

Establish and manage own business to provide excellent sales management services.

CEO/MANAGING DIRECTOR (2016 to Present)

Provide strategic leadership and encourage a team of two employees to achieve set goals. Develop and implement retention strategies to retain existing and acquire new customers. Execute overall marketing operations to expand business into East African region. Prepare and manage budgets with a focus on reducing expenses. Spearhead overall administrative operations and systems to ensure end-to-end smooth running of business.

- ◆ Initiated and promoted new brands into East African market that increased 24% sales growth.
- ◆ Arranged effective training and development sessions for staff to enhance knowledge and performance.

BH packaging subsidiary of BUMA Holdings Co. Ltd., Nairobi, Kenya

Developed own business to deliver expert-level consultancy services to clients and suppliers.

CEO/MANAGING DIRECTOR (Start-up), (2013 to 2015)

Directed package design development processes from design to print, including all administrative activities. Spearheaded overall project operations from start to end, ensuring successful completion within time and budget.

- ◆ Created and implemented business policies and procedures to achieve organisational objectives.
- ◆ Assessed and analysed information and results to build robust business solutions.
- ◆ Nominated as an independent sales agent through excellent performance.

Tetra Pak Ltd., Eastern Africa

Provided effective guidance to management on market trends and improvements in design handling process.

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CLUSTER DESIGN HANDLING MANAGER (2007 TO 2013)

Improved service levels, designs quality, and team work by visiting customers to address challenges. Established and strengthened long-term professional relations customers and stakeholders by offering excellent services. Defined and conveyed information to management on improvement initiatives to attain buy-in from organisation. Formulated and submitted comprehensive status reports to update senior management on business progress. Analysed requirements, developed budget accordingly, and presented to management for approvals. Identified needs for skills improvement and conducted training programmes for staff members to improve print quality.

- ♦ Negotiated, secured, and managed contracts with vendors.
- ♦ Streamlined production processes by examining and addressing issues between suppliers and production.
- ♦ Enhanced 80% design lead-times within Tetra Pak group, steering design handling seminars for customers, building agencies and key account teams, and improving business processes.

Additional Experience

TPM Office and Supply Chain Pillar leader ▪ Tetra Pak Ltd., Eastern Africa

Account Manager ▪ Tetra Pak Ltd., Eastern Africa

Design / Sales Administration ▪ Tetra Pak Ltd., Eastern Africa

Design/Pre press Coordinator ▪ Tetra Pak Ltd., Eastern Africa

Assistant Printing Manager ▪ African Medical & Research Foundation, Nairobi, Kenya

Traffic Controller ▪ Pre-press Productions, Nairobi, Kenya

Graphic Artist, Volunteer ▪ Friends United Meeting, Richmond, Indiana, USA

Graphic Arts Camera Operator ▪ African Medical & Research Foundation, Nairobi, Kenya

Education & Credentials

Diploma in Graphic Arts Reproduction-Production Coordinator

Mohawk College of applied Arts and Technology, Brant Elgin Campus, Brantford, Ontario, Canada

Professional Development

- Professional Diploma in Digital Marketing, Simon Page College of Marketing, Nairobi, Kenya
- Non Credit Courses, Woodbrook Quaker Study Centre, Birmingham, UK
- British Printing Industries Federation Certificate in Estimating for printers, Kenya Polytechnic, Nairobi, Kenya
- City and Guilds Certificate in Graphic Reproduction and Plate making, The Kenya Polytechnic, Nairobi, Kenya
- British Printing Industries Federation Certificate in General Technical Knowledge, Kenya Polytechnic, Kenya

Trainings & Courses

- Executive Coaching Certificate
- Bullet Proof Manager
- Personal Dynamics Management and Leadership Coaching
- Process Kaizen Engineering (PKE) Training in Supply Chain
- The 7 Habits of Highly Effective People
- Working with Conflict
- Training for Trainers workshop Tunis, Tunisia, By International Alert, London