

A senior business development consultant with 20 years experience in introducing technology solutions in energy and lighting. Worked for international companies and startups. Conceptualized and managed the deployment of new business models and sales strategies, achieving sales ranging from \$0.15Million to \$1.2million in annual revenue while handling team sizes of 4-25people.

Key competencies: Technical sales team development |Business in rural settings|Full cycle new product development - ideation to scale deployment| Managing dispersed teams|Project management| Renewable Energy

CAREER HIGHLIGHTS

- The commercial deployment of solar lighting solutions through a new business model to the fishing communities on Lake Victoria.
- The Successful introduction of LED Lighting products to the East and Central Market.
- Ideation to market release of a new solar fishing lamp with a high monthly adoption rate.
- Launch of commercial on-farm biogas business solutions with short payback periods and high Return on Investment for the Kenyan market

PROFESSIONAL EXPERIENCE

Sistema.bio

Feb 2021-Current

Leading the development of productive scale biogas solutions for energy, biofertilizer and sanitation in Kenya, India and Mexico

Proposal Manager

Sistema.bio

Dec 2018-Current

Providing scalable biogas solutions to small and medium-scale farmers worldwide.

Technical Field Lead

- Selling innovative \$3000 - \$15000 commercial-scale biogas solutions with more than 25% Return on Investment and less than two-year payback periods.
- Standardization of installation skills, tools, processes and, equipment to ensure quick biogas technology deployment that reduces maintenance costs.
- Re-packaging high-value technical solutions to simple modules that allow quick scalable market reach through a countrywide sales team.

Lusco Trade Winds

Jan 2018-Nov 2018

A renewable energy consultancy and product development startup

Business Development Manager

- Teamed up with a local company and international product development company to apply lessons learned and create a new lean fishing lantern.
- Prototyping to mass production of customer-centric solar-charged LED fishing lantern with a 7.5% monthly adoption rate.

Ledvance Middle East FZE

April 2016- Dec 2018

A global scale general lighting company

Sales Engineer- Eastern Africa

Business development during the disruptive innovation of LED Lighting in General Lighting

- Achieved \$1.2Million against a set annual target of \$0.98Million.
- The high-value business obtained through designing product portfolios that leveraged distributor strengths in trade and project markets

- Customized training and support for distributor sales agents were core to the success.

OSRAM GmbH**Feb 2013 – Mar 2016**

Solar For Africa: A Public-Private Partnership for rural solar business expansion project supported by the European Union, Siemens Foundation, OSRAM and, Thames Electricals Ltd

Technical Project Manager

- Managed the delivery of a €2Million business expansion of a distributed rural green solar project within the budget, scope, quality, while managing risk.
- Matched business expansion with the growth of annual sales from \$0.04Million to \$0.15Million in one year.
- Inspired the sales team to meet targets through coaching, training and, incentives.

OSRAM GmbH**Dec 2007-Jan 2013**

An International Lighting and Technology Company opening up new rural area markets

Project Engineer

- Successfully introduced energy storage and lighting technology product in a rural setting within six months
- Continuously improved a new business model to march client and business objectives.
- Developed business processes and imparted the necessary skills for their implementation.
- **Won OSRAM ORANGE Award** in the “Sustainability” category for outstanding personal achievements in the project “Off-grid Solutions for Africa”

Davis & Shirliff Ltd**Apr 2007- Nov 2007**

A leading Kenyan solar and water solutions supply chain company

Sales Engineer

- Improved the sales of power backup solutions from five per month to fifteen per month.
- Trained and coached the company sales engineering team on solar power backup sizing and optimization.

Metsec Cables**May 2005 - Mar 2007****Sales Executive**

Responsible for over the counter and key sales accounts sales for electric materials

Baumann Engineering Ltd**Feb 1999 - Apr 2005**

Sales Engineer

- Designed and installed the first 2Kilowattpeak Remote PV Solar Plant for a leading Non-governmental organization in Eastern Kenya
- Responsible for Solar, water pumping, electric fencing, diesel generators and, electrical accessories sales

CONTINUING PROFESSIONAL DEVELOPMENT

- **Project Management** |Prince2® Foundation| Axelos| 09 Nov 2020
- **Renewable Energy**| Accredited Master in Renewable Energy| European Energy Institute|2017-2020
- **Energy Storage**| Galileo Master Certificate| European Energy Institute| Dec 2019

EDUCATION

BSc Electrical and Electronic Engineering| University of Nairobi| 1993-1998

HOBBIES

Digital Marketing |Cooking | Reading, and Research