

PROFILE SUMMARY

I have a strong track record of building and leading effective teams as an entrepreneur, business leader, civic advocate and public servant, adept at building social capital and networks. I am a firm believer in the power of communications, and have first-hand experience in developing communications strategies and campaigns alongside the strategic engagements that accompany them, to bring about awareness, acceptance and most importantly change through action. I believe that my realistic, investigative and creative approach to public relations and communications coupled by my knowledge of strategy development and execution and four languages make me public relations professional well suited for the complexities of today and tomorrow.

EDUCATION

COMPLETION	INSTITUTION	QUALIFICATION	AREAS OF FOCUS
2020	United States International University – Africa	Master of Arts, Communication Studies	Strategic Public Relations and Crisis Communications
2019	Public Relations Society of Kenya (PRSK)	Certificate	Reputation Management
2017	The Africa Advanced Level Telecommunications Institute (AFRALTI)	Certificate	National Addressing System & Development
2014	Balanced Scorecard Institute EMEA	Certificate	Strategy Development and Execution using the Balanced Scorecard
2011	United States International University – Africa	Bachelor of Arts, Journalism	Print Media & Public Relations
1997	St. Mary's School, Nairobi	International Baccalaureate Diploma	English, History, Theatre Arts (HL); Maths, Biology, French (SL)
1996	St. Mary's School, Nairobi	General Certificate of Education (GCE) Ordinary Level	8 Subjects

PROFESSIONAL EXPERIENCE

MEDIA COUNCIL OF KENYA
 Nairobi, Kenya.
Manager, Corporate Affairs

March 2018 – Present

Outline:

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A senior management role, created to advise the CEO in decision-making, specifically as concerns the impacts of strategic options and helping them to appreciate the impacts of the same on the brand, reputation and relationships of the MCK. Additionally, the role is to lead a team of four and cross-functional team of eleven in strategically engaging and communicating with stakeholders, by developing and executing plans, strategies and policies to advance the strategic interests, brand and relationships of the MCK with its key stakeholders.

Key Responsibilities:

Strategic Communications & Engagements

- Provide public relations and communications management advice, leadership and direction for the Media Council of Kenya (MCK) and its organs.
- Lead media relations efforts of the MCK preparing press releases, factsheets, press statements, position statements through online and offline channels.
- Manage the Corporate Affairs Department and the organization-wide Content Working Group, coordinating multi-platform content production.
- Develop communications strategies and campaigns as well as annual work and procurement plans and budgets for the department.
- Lead in the development and review of both internal and external communications such as letters, staff notices, press releases and statements, speeches, presentations and position papers and publications and events that convey the desired position of the MCK.
- Responsible for developing and executing the MCK's strategies in stakeholder relations, media relations, public affairs, CSR and sustainability, digital and social media communications, issues and crisis communications as well as brand marketing and event management.
- Advise the CEO on public affairs and stakeholder relations while preparing speeches, presentations and position statements on their behalf.
- Act as a spokesperson for the MCK as delegated by the CEO, presenting the institution's and media sector's perspectives and position on various issues.
- Identify, establish and nurture good relations with major stakeholders to increase their understanding of and engender goodwill towards the MCK and its mission and strategic objectives.

Corporate Social Responsibility & Sponsorship

- Designing, implementing and managing the MCK's corporate social responsibility and sponsorship strategy, programmes and events, ensuring a coherent CSR policy and upholding the image of the MCK as responsible corporate citizen.

Event Management

- Manage the planning, organization and execution of corporate-level events including the development of an event management policy, for brand consistency and positive PR mileage.

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- Support the planning and execution of all signature events and activities including but not limited to the Annual Media Summit & Awards; World Press Freedom Day & State of the Media Report, among others.

Media Production & Placement

- Produce quality regular publications consistent with the MCK brand, and which inspire interest and understanding in the media and specifically the mandate of the MCK both internally and externally.
- Create corporate publications, with a view to increasing funding support from advertisers and development partners towards their production.
- Supervise the audio-visual and photographic coverage of MCK events and messages, and the production of quality documentaries, videos and photo publications that inspire and communicate the growth and impact of the MCK.
- Buy media space across different platforms for the placement of different corporate notices, advertisements, features and documentaries to raise awareness of the MCK on certain issues.
- Supervise the production of high quality MCK visual and audio-visual content used across different internal and external media platforms to further the MCK brand and narrative.

Key Achievements:

- Successfully provided leadership in the development of the 5-Year Strategic Plan, utilizing my experience and training in strategy development under the Balanced Scorecard framework.
- Developed the first institutional communication policy to guide in the conduct of internal and external communications.
- Reinforced the corporate brand by redesigning the corporate identity and executing its soft launch and currently undertaking the first re-design of the corporate website in a 10 years.
- Optimized the performance and rankings of social media channels achieving a 100% response rate on Facebook and crossing the 100,000 followers mark on Twitter from 80000 the year before.
- Grew and enriched the MCK's database and engagements with influential individuals both locally and internationally across media, public relations, communications, civil society, government and private sectors.
- Improved media coverage of the MCK by nurturing strong professional relationships with senior journalists and editors across print, electronic and digital platforms.
- Developed and presented the media sector position statement on corruption, to the Multi-Sectoral Initiative Against Corruption national forum as well as the Kenya Leadership Integrity Forum.
- Reinforced the MCK's position as a regulator, by raising its media visibility, online and events engagements to unprecedented levels, including the conceptualization of the highly successful Annual Media Summit, now in its second year.

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- Prepared, presented and successfully defended over six position papers and reports to the full Board and Sub-Committees.
- Appointed to the Panel of Experts of the Public Relations Society of Kenya in recognition to my contribution to the profession especially in crisis management and communication.

EMINENT STRATEGIC COMMUNICATIONS

August 2008 – March, 2018.

Nairobi, Kenya.

Managing Director

Outline

Provided leadership and direction for all facets of the strategic communication and public relations business/division including client service, business and talent development and financial growth. I oversaw the conceptualization, planning and execution of multiple and often, simultaneous high-value client projects to meet their business objectives, while growing existing business and revenue streams and cultivating staff development.

Key Responsibilities

- Provided management oversight and responsibility across the business unit ensuring effective and efficient functioning.
- Successfully drove and developed new business opportunities, while strengthening and expanding existing client relationships with compelling ideas and quality service.
- Provided counsel, strategy and direction for all public relations accounts working closely with account managers and strategists.
- Managed profitability and financial aspects of all accounts ensuring revenue positivity for the business unit at all points of the customer journey.
- Led media relations efforts on all accounts to ensure the effective production of media-centric information and ensure media coverage for client events and activities.
- Maintained extensive industry contacts to keep informed of trends and developments, while monitoring the overall landscape for reputational risks for the business unit and its clients.
- Identified and successfully recruited top talent, while motivating and developing staff at all levels of the business unit, to optimally deliver for clients.
- Managed the business unit operating plan (budgets and P&L) for growth and profit.
- Ensured that the Group CEO was regularly appraised with sufficient accurate information on a timely basis in regard to the business unit, its operations, business and affairs, specifically, in respect to its business performance, financial condition, operations and prospects.

Key Achievements

- Increased the annual revenue of the business unit ten-fold from KES 4 million to KES 40 million over ten years.
- Delivered an annual record profit of KES 4 million in 2014, growing to KES 6 million in 2016.

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- Recruited, developed and increased the staff compliment from 2 to 16 in a span of five years and providing mentorship to them.
- Improved the stature and industry recognition of the firm, being admitted to the top association for communications firms – Association of Public Relations & Communications Management Firms in Kenya.
- Managed the Communications & Messaging for the Apostolic Voyage (Papal Visit) to Kenya, advised Kenya Conference of Catholic Bishops and the Executive Office of the President of Kenya while coordinating the Press Centre.

AGA KHAN UNIVERSITY – FACULTY OF ARTS & SCIENCES August 2009 – February. 2010.
Nairobi, Arusha, Dar-es-Salaam, Kampala, Kigali, Bujumbura, East Africa.
Lead Communications Consultant

Outline

Led a team of communications consultants in developing the first Faculty of Arts & Sciences' (FAS) Regional Communications Strategy as it prepared to roll-out its programmes across the East African region, from its new campus in Arusha, Tanzania. The role required extensive travel and utilization of my networks with governments, development partners, businessmen and civil society organizations throughout the region, to develop an effective communication strategy hinged on effective community engagement, that would overcome multi-cultural barriers and optimize the impact of the proposed campus set-up.

Key Responsibilities

- Led a team of three consultants in developing a 3 year Regional Communications Strategy with a solid Community Relations component for the new campus in Arusha, Tanzania.
- Developed country-specific communication strategies for five countries, identifying stakeholders, goals, objectives and timelines.
- Complied with Aga Khan University corporate communication strategies and closely coordinated plans and activities with the Strategic Communications Director.
- Developed relationships and comprehensive database of regional media editors and journalists.
- Embedded a comprehensive stakeholder engagement plan with the overall communications strategy to ensure broad buy-in and support for the new Faculty.
- Coordinated production of stories as documentaries as part of the stakeholder engagement strategies.
- Facilitated a communications workshop with senior members of the Faculty to develop understanding of the proposed communications strategy.

Key Achievements

- Managed a team three consultants to successfully deliver the strategy within the six-month time-frame stipulated by the university.
- Successfully presented and defended the Regional Communications Strategy to a university-wide panel.

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- Developed a corporate branding and identity system for the new Faculty of Arts & Sciences campus in Arusha.
- Improved stakeholders' understanding of the university during my regional engagements at all AKU sites across five countries.
- Supported the execution of Faculty programmes through the application of facets of the Communications Strategy, especially in event communications and community relations.
- Developed a comprehensive community relations programme for the Faculty's then proposed Arusha Campus.

EAST AFRICAN BUSINESS SUMMIT 2008

January – August, 2008.

Kampala, Uganda.

Summit Director

Outline

Led a team of event specialists to produce East Africa's top business meeting, attracting over 120 CEOs from the region to a three-day high-level meeting. I delivered a 360-degree solution, from conceptualization, invitations, media relations, fundraising, logistics, delegate management and logistics, raising over USD 170, 000.00 in sponsorships.

Key Responsibilities

- Conceptualized the 2008 Summit theme, topics, speakers and invitees working closely with the CEO Steering Committee and Technical Committee.
- Handled all speaker invitations, negotiations, content, protocol and logistical requirements.
- Planned and implemented a media and marketing campaign to build awareness and raise corporate sponsorships for the Summit.
- Negotiated and executed contracts and agreements, for facilities and services related to accommodation, transport and logistics for Summit delegates.
- Developed a Summit website and registration portal.
- Negotiated and supervised Summit contractors to assist in customer service, event set-up, database development, rapporteuring, media relations and sponsorship marketing.
- Coordinated media relations activities including press releases, press conferences and statements, as well as the production of content for online and offline platforms.
- Ensured the photographic documentation of the Summit as well as rapporteuring of all sessions, culminating in a comprehensive Summit Report.
- Researched and wrote all executive communications including talking notes, speeches and statements relating to the Summit.

Key Achievements

- Managed a team of ten event specialists, consultants and contractors to deliver a critically-acclaimed event.
- Established contact and nurtured a fruitful relationship over six months with the Private Secretary to the Ugandan President, the Chief Of Protocol at the Ugandan Ministry of Foreign Affairs alongside Harvard Business School.

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- Successfully managed the 3-day Summit with over 100 top CEOs and government leaders in attendance, opened by the President of Uganda and Prof. Michael Porter of Harvard Business School.
- Increased the Summit cash sponsorship from USD 70, 000.00 the previous year, to 170, 000.00 in 2008, surpassing the target by over 100%.
- Negotiated over USD 70, 000.00 in in-kind support such as airline tickets, freight and event supplies.
- Presented sponsorship proposals to over 70 CEOs from the East African region, winning their support and commitments.
- Negotiated and recruited high-level speakers and business leaders from Europe, America, Asia and South Africa to speak at the conference including the then relatively unknown Swiss academic, Dr. Alexander Osterwalder of the Business Model Canvas fame.
- Improved media coverage of the Summit, including positivity to position the Summit as a leading event in the region.
- Produced a comprehensive Coffee Table publication of the Summit for posterity.
- Navigated a complex multi-cultural set-up laden with competing interests to deliver one of the most successful Summits in the event's history.

K24 TV (REGIONAL REACH BROADCASTING LTD.)

October 2007 – February 2008.

Nairobi, Kenya.

Senior News Anchor & Editor

Outline

Delivered high quality live newscasts as part of the senior news anchoring team at Kenya's first 24-hour news channel. This included working closely with reporters for the timely packaging of news bulletins.

Key Responsibilities

- Presented daily news casts and features effectively and professionally in a state-of-the-art production facility.
- Ensured fair, balanced and engaging coverage of current affairs across political, business and environmental issues.
- Brainstormed story ideas with the news team comprising of reporters, suggesting unique, relevant and urgent topics deserving public attention and comment.
- Conducted engaging, concise and well-researched interviews which were broadcast live during prime time.
- Mentored junior reporters and anchors encouraging them to apply news values and the journalistic code to their work.
- Performed additional assignments under the direction of the Head of News.

Key Achievements

- Presented over 220 live newscasts translating to over 13, 200 minutes of prime time television reaching a viewership of over 3 million people across Kenya per broadcast.

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- Supported the growth of the station by cultivating a loyal audience following during my 6-month contract.
- Improved the output of reporters and anchors working under me, to be able to produce and deliver a higher quality of newscasts.
- Reinforced the efficacy of a 24-hour Kenyan news channel, by consistently delivering a high quality of work on and off camera.

KAMEME FM RADIO (REGIONAL REACH BROADCASTING LTD.) August 2003 – August 2007.
Nairobi, Kenya.

Senior News Presenter & Editor

Outline

I reviewed, proof-read, packaged and presented news scripts on-air for two news 30-minute bulletins every week-day evening. It also included giving story ideas and direction to reporters, where necessary and agreeing on every bulletin line-up.

Key Responsibilities

- Presented daily news casts and features effectively and professionally in a state-of-the-art production facility.
- Ensured fair, balanced and engaging coverage of current affairs across political, business and environmental issues.
- Brainstormed story ideas with the news team comprising of reporters, suggesting unique, relevant and urgent topics deserving public attention and comment.
- Conducted engaging, concise and well-researched interviews which were broadcast live during prime time.
- Mentored junior reporters and anchors encouraging them to apply news values and the journalistic code to their work.
- Performed additional assignments under the direction of the Head of News.

Key Achievements

- Presented over 800 live newscasts translating to over 48, 000 minutes of prime time radio reaching a viewership of over 6 million people across Kenya per broadcast.
- Supported the growth of the station by cultivating a loyal audience following during my 4-year stay at the station.
- Improved the output of reporters and anchors working under me, to be able to produce and deliver a higher quality of newscasts.

AGENCE FRANCE-PRESSE (AFP)
Nairobi, Kenya.

February 2004 – August 2004

Stringer

Outline

Supported the local Agence France-Press (AFP) bureau by providing reports on and ongoing basis on Kenya's constitutional review process leading to the constitutional referendum.

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Key Responsibilities

- Developed story ideas and angles on the Kenya's main political stories
- Interviewed key sources to develop and file stories to the local correspondents

Key Achievements

- Filed over 20 stories on Kenya's constitutional review process

TAZAMA TV FEATURES (MEDIA DEVELOPMENT FOR AFRICA) January 2002 – August, 2004

Nairobi, Kenya.

Features Writer & Director

Outline

Developed, research, wrote and conducted interviews to produce investigative documentary features covering education, sports, environment and human-interest stories that gave a glimpse into a different way of telling stories on Kenyan television.

Key Responsibilities

- Researched story ideas across the board to come up with quality lines of inquiry that would fit the 'actuality' type of filming the series would require.
- Developed filming scripts and edit scripts and conducted interviews as well as directed filming.
- Supervised the editing of the documentary features, while voicing the narrations.

Key Achievements

- Delivered over 12 high quality investigative documentary features from across Kenya.
- As a result of the quality and impact of my documentary features, was nominated by the US State Department to the International Visitor Investigative Journalism tour in August 2004.

THE STERLING QUALITY COMPANY LTD.

January 2000 – March, 2018

Nairobi, Kenya.

Managing Director & Executive Producer

Outline

Led probably one of East Africa's first and most successful live entertainment companies focused on premium theatrical and concert productions. I was responsible for the overall strategic direction and execution of the company producing over thirty successful shows and corporate engagement and providing opportunities to over 600 creative artists and directors.

Key Responsibilities

- Provide overall corporate level leadership of a team of five full-time staff and over 60 production staff working on contract for various projects.

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- Developed a network of artistic and other creative stakeholders that could
- Enhance business development, by ensuring growth in sponsorship, advertising and ticket sales by developing long-term relationships with marketers, funders and civil society.
- Keep the Board abreast of all developments in the company, especially profitability and financial aspects.
- Provide leadership and counsel to producers, directors and production teams working on various projects across the company.
- Successfully drove and developed new business opportunities, while strengthening and expanding existing client relationships with compelling ideas and quality service.
- Identified and successfully recruited top talent, while motivating and developing staff at all levels of the business unit, to optimally deliver exceptional productions.

Key Achievements

- Successfully produced over 30 shows in Kenya, Tanzania and Zimbabwe
- Provided opportunities to over 600 creative artists and directors from three different countries
- Produced the first-ever production of *Sarafina!* on the continent outside of South Africa with Leleti Khumalo and Bongeni Ngema both in attendance at the premier in May 2003.
- Created and produced five original musical theatre shows.
- Set the standard for the production of musical theatre and live events in the region.

GOVERNANCE & ADVISORY ROLES

GOVERNANCE & ADVISORY ROLES			
2019 -	Ethics & Anti-Corruption Commission (EACC)	Member, Kenya Leadership Integrity Forum Technical Committee	<ul style="list-style-type: none"> ▪ Represent the media sector in the formulation of Kenya's Leadership Integrity Plan.
2019 -	Public Relations Society of Kenya (PRSK)	Member, Panel of Experts on Crisis Management & Communication	<ul style="list-style-type: none"> ▪ Called upon by the Society, to advise and assist members and organizations in managing crises and emerging issues.
2018 -	Ministry of Tourism & Wildlife	Member, National Tourism Crisis Management Committee	<ul style="list-style-type: none"> ▪ Represent the media sector in developing Kenya National Tourism Crisis Management Plan.
2018 -	Green Belt Movement	Full Member	<ul style="list-style-type: none"> ▪ Nominated to full membership of the organization because of my work in communities across Kenya.
2017 -	Toto Care Africa Trust	Member, Advisory Board	<ul style="list-style-type: none"> ▪ Provided pro bono services in the development of the corporate strategy for this charity working to

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			reduce infant mortality in their first 28 days of life.
2017 -	Communications Authority of Kenya	Member, National Steering Committee on the National Addressing System (NAS)	<ul style="list-style-type: none"> Nominated to represent the interests of residents and citizens in the development of Kenya's first national addressing system.
2016 -	Kenya Alliance of Resident Associations (KARA)	Member, Governing Council; Member, Resource Mobilisation Committee	<ul style="list-style-type: none"> Elected as member of the Governing Council of Kenya's apex residents' associations body. Led and managed negotiations for water supply to residents and environmental conservation efforts.

ATTRIBUTES, SKILLS, COMPETENCIES & INTERESTS

Traits & Attributes

The *Holland Occupational Themes (RIASEC)* survey conducted on 5th March, 2015, through a 360-degree Peer Evaluation noted my top personality traits and attributes as follows (in order of strength):

- **Realistic** : Likes to get things done, practical, stable, results-oriented
- **Investigative** : Prefers strategy, thinking, organizing, analytical, curious
- **Artistic** : Imaginative, artistic, disorderly, emotional, original

Skills & Competencies

- **Listening & Observation**
An ability to gain insights from listening keen to people and observing situations with a 'third-eye' drawing on my intuitive personality.
- **Leadership and Organization**
An ability to build networks and relationships easily, and drawn people towards a powerful vision through a proactive leadership style that emphasized influence over position and persuasion over power.
- **Communication & Public Speaking**
A firm believer in the power of words accompanied by action, I have honed my ability to speak coherently, persuasively and with clarity to diverse audiences.
- **Writing and Editing**
I am able to communicate persuasively in written work, having mastered a broad understanding of creative and factual writing to a great effect.
- **Event Management**
I have extensive experience in event management across the region and beyond with an ability to be able conceptualize events, recruit and build a team and deliver and exceptional events.

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Languages

- **English:** *Full Professional Proficiency*
- **Italian and Dholuo:** *Native or Bilingual Proficiency*
- **French and Kiswahili:** *Limited Working Proficiency*
- **Spanish:** *Elementary Proficiency*

Interests

- Reading
- Musical Theatre
- Classical & Acappella Music
- Football
- Travelling

MEMBERSHIPS, AWARDS & HONOURS

Professional Memberships

- **Member, Panel of Experts** – Public Relations Society of Kenya (2019 – Present)
- **Full Member**, Public Relations Society of Kenya, (2017 – Present)

Awards & Honours

- **National Honouree**, International Visitor Leadership Programme – Investigative Journalism, *US State Department*, Aug. 2004.
- **First Position**, National Public Speaking Contest, *Ministry of Education*, August, 1997.

REFEREES

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