**Mercy Munyari**

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**MARKETING & BUSINESS DEVELOPMENT PROFESSIONAL**

**Summary**

A visionary and strategic leader with 15+ years’ experience in continually refining and advancing organisations. Highly energetic, forward thinker possessing an entrepreneurial spirit and strong business acumen. Possess a keen understanding of critical business drivers in multiple markets, highly successful in cultivating key relationships and attaining revenue targets, profitability, and business growth in rapidly changing environments.

Trained on ISO Implementation, HACCP analysis and Occupational Health & Safety Management.

**Areas of Expertise**

* *Team building, Leadership & Training*
* *Strategy / Mission and Vision planning*
* *Operations Management*
* *Budget and Cost control*
* *Goal setting and attainment*
* *Market assessment, preparation, and new product launch*
* *Market Positioning*
* *Process Improvement*
* *Planning and Commercial effectiveness*

**PROFESSIONAL EXPERIENCE**

**Managing Director**

**Kalabashi Investment Limited**

**2015 – to-date**– Nairobi, Kenya

Kalabashi is an Organisation committed to Food Security and Food Safety. We are involved in Food Processing, Supply and Distribution.

* Hired and trained Marketing specialists, causing sales to increase while maintaining high employee retention.
* Increased revenue by about 8% annually over 5 years span, by analysing sales data and promoting products with high rate of repeat purchase and eliminating high cost, low yield items.
* Responsible for the general management of all day to day activities including profit and loss, human resources and welfare support, sales and marketing and repairs and maintenance.
* Developed a strategy for advertising sales, sponsorship, and promotion.
* Oversaw 12 separate product launches and re-launches leading to yearly revenue growth.
* Responsible for all research activities including strategic insight on the market, competitor analysis and audience data.
* Proven track record of maintaining and developing client relationships resulting enduring projects and new business.
* Proven capability to identify, capture and secure business with Governments, large multi-national corporations, and international agencies.
* Responsible for implementing and maintaining regulatory and compliance standards and policies in challenging environments.
* Assisting the Strategic Development Team to identify potential inorganic growth opportunities.

**Senior Manager**

**Sleep Inn Limited**

**2009-2015**

Sleep Inn is a premium guest house located at the heart of Nairobi. It offers Accommodation, restaurant and Conferencing, facilities.

As the Overall manager of the facility, I had Full P & L responsibility for the company, including leading and developing the budget and growth strategy.

* Provided strategic and operational leadership for the team of up to 25 Members.
* Business Development responsibility including setting sales targets for staff and monitoring them to ensure that they are met.
* Identifying other revenue stream opportunities e.g. Launching local publicity campaigns and attending networking events.
* Responsible for the overall Company Management, including effectively managing the daily operations.
* Oversight on Finance and Budget Control.
* Established proper internal controls and oversaw compliance with Company policies in force.
* Staff Management including recruiting staff, training them up and then monitoring their performance.
* Maintained a conducive work environment, while eengaging and motivating staff to do better.
* Leveraged a strong service orientation and a disciplined work ethic to inspire staff to exceed guest expectations every day.
* Fostered a corporate culture that promotes ethical practices.
* Led innovation and created a relaxing and welcoming ambience for customers.

**Marketer -Finance & Investments**

**Old Mutual Insurance Company Limited**

**2003 – 2008 -** Nairobi Kenya

Old Mutual Kenya is based in Nairobi and is part of a larger group that offers solutions in long-term savings, asset management and investment.

I was responsible for researching on Brand, Financial Environment and Consumer Dynamics with the objective of developing products and facilitating business decision making, as well as management the new Products Portfolio.

* Analysed financial sector trends in support of strategy initiatives - investigative studies to guide decision making
* Conducted data mining for the brand and various products - Competitor benchmarking and determination of products market viability.
* Responsible for Customer Value Proposition Development
* Monitored leads conversion and facilitated requisite reports
* Liaised with relevant research agencies to conduct Brand Tracker studies.
* Conducted Customer Satisfaction Surveys - Customer Satisfaction Index (CSI) and Net Promoter Score (NPS)
* Drafted Campaign impact assessment reports- Pre and Post Campaign Measurement
* Facilitated qualitative and quantitative consumer banking behaviour studies
* Analysed and reported on Internal staff motivation and performance surveys.
* Conducted Branch Feasibility Studies
* Monitored efficiency of contracted media services suppliers and service delivery as per stipulated Service Level Agreements.
* In conjunction with the Marketing Manager R&D, facilitate launch and executed of respective campaigns as dictated by business needs

**Administrator**

**APA Insurance Co Limited**

**2002-2003 –** Nairobi Kenya

APA Life Assurance is one of the leading insurance companies in Kenya providing Life Insurance and Pension benefits. It underwrites General Insurance risks such as Fire, Marine, Aviation, Personal Accident, Motor, Liability, Agriculture, Property, and Micro Insurance.

I handled insurance policies and official paperwork for individual and corporate clients.

* Developed risk management policies for clients
* Helped clients determine the right insurance policies for their specific needs
* Reviewed and updated insurance policies for clients on a regular basis to ensure accuracy and efficiency when filing a claim
* Processed claims and filled other insurance documents that are brought forth to the insurance director to ensure that they are validly and properly filled out as required by the Insured clients.
* Sent invoices to Insured companies on a timely basis.
* Reconciliated accounts with insured company accounts on a continuous process through communication of errors and disputes and resolution of the same as specified in the agreement.
* Maintained effective business relationships to ensure effective delivery of service
* Conducted Business Development through marketing of the Company products

**Education**

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| 2020-2021 | CIM Level 6 -Chartered Institute of Marketing CIM; International School of Advertising (ASI) Ongoing |
| 2018-2020 | Bachelors in Sustainable Human Development; Catholic University of East Africa. |
| 2013-2014 | Executive Bachelor’s in Business Management; The Management University of Africa |
| 2015 | Certificate in Business Management; Utalii College |
| 2003 | Diploma in Business Management; The Kenya Institute of Business Management |

**Memberships & Professional Bodies**

* Chartered Institute of Marketing (CIM)
* Kenya National Chamber of Commerce
* Kenya Association of Manufacturers'
* KEPSA
* KAWBO – Kenya Association of Women Business Owners
* Women in Boards

**Languages**

* English- Fluent (Reading, Writing, Speaking)
* Swahili-Native (Reading, Writing, Speaking)

**Technologies**

Good computer knowledge in **MS Word, Excel, PowerPoint, CRM**

**Referees**

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| Women on Boards Network Kenya | Mrs. Agnes Wanga  CEO  Women on Boards Network Kenya  Box 29737 00202 Nairobi  E: [awanga@womenonboardskenya.co.ke](mailto:awanga@womenonboardskenya.co.ke)  [Info@womenonboardskenya.co.ke](mailto:Info@womenonboardskenya.co.ke)  T: +254722834807 |
| Tangaza University College | **Dr. Judith Pete**  Service-Learning Regional Hub Africa Coordinator  Tangaza University College,  P.O. Box 15055 00509 Nairobi  E: [judiambu@gmail.com](mailto:judiambu@gmail.com)  T: +254721680456 |
| Kenya Association Of Manufacturer’s | **Ms. Nduta Ndirangu**  KAM Secretariat  info@kam.co.ke  ndutandirangu@kam.co.ke  T : +254724233333 |