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# **Joseph Olum Alubakah**

## Personal Details

**Date of Birth: 2**5th October 1974

**Marital Status:** Married

**Religion:** Christian

## Career Objective

To become an efficient, effective, self-motivated and all round Manager in any Business environment

## Academic Background

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**Tertiary**: Mount Kenya University (2020/2021)-Undertaking Masters in Business Administration, Marketing option. Currently writing Theses

**:** Mount Kenya University (2016)-Bachelor of Commerce, Marketing Option, 2nd Class Honors, Upper Division

**:** Kenya Institute of Management (2011)-Diploma in Marketing Management

: Kenya Institute of Management (2010)-Certificate in Business Management

: Moi Institute of Technology (1994)-Kenya Accountancy Technician Certificate (KATC)

**Secondary:** Pe-Hill High School (1992)

### Primary : Ndonyo Primary School (1988)

## Professional Membership

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* Member of the Marketing Society of Kenya.

## Work Experience

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* **Homa Lime Company Limited**

1. February 2018 to Present: General Manager

Duties & responsibilities:

* + - Oversee daily operations of the Organization.
    - Ensure creation & implementation of the strategy designed to grow the business.
    - Coordinate the development of key performance goals in all departments.
    - Ensure overall delivery & quality of the units.
    - Engage in key or targeted customer activities.
    - Oversee key hiring & talent development programs.
    - Evaluate the effectiveness of marketing programs & recommend improvements.

1. February 2011 - January 2018: Sales & Marketing Manager/Directors Personal Assistant
   * + Achieve growth & hit sales targets by successfully managing the sales team.
     + Design & implement a strategic business plan that expands Company`s customer base.
     + Build & promote strong, long lasting customer relationships by partnering with them & understanding their needs.
     + Present sales, revenue & expenses reports & realistic forecasts to the management team.
     + Identify emerging markets & market shifts while being fully aware of new products & competition status.
     + Developing the marketing strategy for the Company in line with the Company objectives.
     + Manage & improve Company lead generation campaigns & measuring results.
2. JAN 2002-FEB 2018: Sales and Marketing Manager

Handling most of the assignments on item 2 above

4. April 1997 - December 2001: Assistant Sales Manager

* **Kenya Credit Traders**

1. July 1995 - March 1997: Salesman

## Leadership/Exposure undertaken

* 2012 to present - Director, Mazao Yetu Company Limited.
* 2013 - 2016 - Delegate, Cooperative Insurance Company(CIC)
* 2013 - 2016 - Chairman, Homa Lime Workers Welfare Fund.
* 2013 - 2016 - Board Member, Koru Sacco Society Limited
* 2008 - 2013 - Chairman, Koru Sacco Society Limited

## Achievements in Projects undertaken

* Currently working with Kenya Markets Trust in Soil health management & liming in 7 Counties: Kakamega, Trans Nzoia, Uasin Gishu, Bungoma, Kericho, Bomet, Nyamira & Kisii
* Worked with PALWECO & Soil Cares Limited on Soil testing & liming in Busia County(2012)
* Worked with KALRO & AGRA on Integrated Soil Management in Kakamega & Siaya(2009-2011)

## Interests/Hobbies

* Reading
* Listening to music
* Football
* Lawn tennis

## Referees

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## Dr. David Mbakaya (PHD)

Senior Research Scientist (Soil Scientist)

Kenya Agricultural & Livestock Research Organization (KALRO)

ALUPE, BUSIA

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