

Researcher, Leader, intellectual and Curious

Accomplished and results-driven professional with extensive experience in directing multi-country operations, advancing business development opportunities, and driving research initiatives that inform corporate strategy and market positioning.

Creative thinker with strong background in research and policy development; known for steering efforts that support the enactment of the first Kenya Cultural Policy in 2007. Proven ability to enhance organizational growth by building cross-functional teams, securing funding for projects, and overseeing technical research to enhance data quality. Adept at transforming complex findings into actionable insights that inform decision-making. Instrumental in pioneering research collaborations, fostering regional knowledge-sharing platforms, and enhancing research methodologies to meet global standards. Multilingual communicator with strong recognition for contributing to industry thought leadership by publishing in relevant fields and representing organizations in key industry forums.

Areas of Expertise

Strategic Research & Data Analysis | Global Project Leadership | Financial Inclusion Insights | Research Methodology Development
Stakeholder Engagement | Cross-Functional Team Leadership | Business Development Strategy | Corporate Strategic Planning | Programme design and support | Building partnerships (Traditional and Non-traditional) | Board and corporate governance

Career Experience

Africa Digital Media Institute, Nairobi, Kenya
Managing Director and CEO

2023-2024

- Maximized fundraising impact by prioritizing initiatives and directing resources to areas of importance for institutional growth.
- Achieved effective leadership of the Africa Digital Media Institute (ADMI) Group by overseeing all management functions and supervising Senior Management, while setting strategic direction across teaching and non-teaching staff.
- Elevated academic performance by mentoring the Learning team to continuously enhance technical, soft, and digital skills.
- Enhanced operational efficiency by digitizing key platforms, including website, campus systems, online learning, and e-commerce solutions.

Tacar Ltd, Nairobi, Kenya

2020 – 2022

Consultant-Research, Media Communication and Operations Management

- Enhanced understanding of consumer behavior / brand positioning by directing focus group discussions and qualitative research.
- Secured funding and ensured transparent project progress by authoring high-impact proposals and detailed project reports.
- Improved project outcomes by leading management of research initiatives; ensured alignment with strategic objectives.
- Drove successful panel and community engagement to enhance participation and project outcomes.
- Secured critical funding by coordinating targeted fundraising efforts and planning strategic research initiatives.

Ipsos Ltd Nairobi Kenya, Nairobi

2014 – 2020

Managing Director and East Africa Cluster Manager

- Pioneered the "Research Clubs in Africa" project; built collaborative network for advancing research capabilities across continent.
- Expanded business development opportunities through liaisons with research users, enhanced organisation's market presence.
- Elevated Ipsos' industry standing by representing the company in key industry organisations, including the Marketing and Social Research Association of Kenya, ESOMAR, and PAMRO.

Ipsos Ltd, Nairobi, Kenya

2013 – 2014

Chief Operating Officer

- Improved efficiency and cost-effectiveness by overseeing field operations and optimising resource allocation.
- Enhanced IT infrastructure and innovation by managing network administration and technical support across the cluster.
- Achieved operational excellence by implementing strategic goals, objectives, and procedures that streamlined business processes.
- Strengthened "Research Clubs of Africa" initiative as Deputy National Patron; drove research collaboration and engagement.

Aggrey Oriwo

- Drove consistent performance and achieved operational goals by coordinating and supervising Ipsos operations across East Africa.

Ipsos, Nairobi, Kenya

2007 – 2013

Managing Director Ipsos Tanzania

- Boosted brand presence and client engagement through effective marketing and communication initiatives.
- Drove business growth and strategic direction by overseeing annual business planning, budgeting, and strategy development.
- Strengthened organisational integrity by promoting value-driven and ethical business practices, reinforcing trust with stakeholders.

Additional Experience

Chief Executive Officer, National Book Development Council, Nairobi ,Kenya

Sales and Distribution Manager, Kenya Literature Bureau Nairobi, Kenya

Marketing Representative, Kenya Literature Bureau Nairobi, Kenya

Graduate Teacher, Teachers' Service Commission Nairobi , Kenya

National Census Supervisor, Kenya National Bureau of Statistics (KNBS), Nakuru, Kenya

National Census Enumerator, Kenya National Bureau of Statistics (KNBS) Nakuru, Kenya

Research Assistant/Intern, CIMMYT KALRO Njoro, Nakuru, Kenya

Education

Ph.D. Leadership & Management, Ongoing Management University of Africa , Nairobi, Kenya

Master of Arts (MA) in Creative Writing, University of Hull – Hull, United Kingdom

Master of Business Administration in Market Research, University of Nairobi – Kenya

Bachelor of Education (Arts.) in Economics/Maths/ Business Education, Moi University – Kenya

Professional Memberships and Affiliations

Institute of Directors Kenya Member

Market and Social Research Association -Member

Market Society of Kenya-Member

Licenses & Certifications

Fluent: English, Swahili, Luo, Gikuyu, Luhya, Ekegusii

Proficient: French, German

Basic Knowledge, Kalenjin, Bemba