



MUTESHI HILDA

Strategic Marketing and Business
Expert

PROFILE

Muteshi is a certified Inclusive Business Model (IBM) and financing practitioner she is entrusted with partnership development, project sustainability, pilot and scaling. Currently working as a consultant in long-term strategic positioning, marketing and communication for development and private sector linkages. Previously, she worked as a marketing and Behavior change communications Advisor for a multi-country program funded by the UK government (**SSH4A**) implemented by a Netherlands development organization in 9 countries. She is looking forward to driving innovations that can lead to sustainable development at the bottom of the pyramid through developing inclusive business models, that ensures appropriate product development, enterprise development, work force development, market access, and inclusive financing for both entrepreneurs and consumers. She is passionate about community needs, with the desire to make a difference in people's lives, result oriented and keen about problem solving. Her extensive experience in Formative research, barrier analysis, strategic communication design, monitoring and evaluation, market intelligence, market analysis, Market segmentation and new product development and positioning, is invaluable in identifying social needs, providing solutions to organizations, companies and the society through public, private and community partnerships. She has special interest in inclusive business development projects for people at the Base of the Pyramid (BoP)

CONTACT

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EDUCATION

Qualifications: PhD Marketing

Year Dec 2018 – Dec 2021

Institution: Kenyatta University

Qualifications: MBA- Marketing

Year Jan 2014 – May 2015

Institution: Kenyatta University

Qualifications: Dip Marketing communication

Year Jun; 2015 – Sept 2016

Institution: Chattered Institute of Marketing (CIM-UK)

Qualifications: Dip Digital Marketing Strategy

Year Jan 2016 – Sept 2016

Institution: Chattered Institute of Marketing (CIM-UK)

Qualifications: Dip Human Resource and Business Admin

Year May 2009– Dec 2010

Institution: ABMA-UK

Qualifications: BSc

Year May 2005 – April 2009

Institution: Moi University

Qualifications: Kenya Certificate of Secondary
Education (B+)

Year Jan 2000 – Nov 2003

Institution: Lusiola Secondary school

ACHIEVEMENTS

- Developed a 5 year strategic plan for coalition for humanity transitioning from Emergency Response to Sustainable Development
- Supported development partners, private sector on how to build social enterprises that can create shared value through inclusive business modeling. Build capacity of more than 700 enterprises in business modeling, marketing communications and strategy.
- Supported Compassion international in youth strategy development, Identified talent among youths, linked it to entrepreneurship, trained compassion international beneficiaries in business management.
- Supported Compassion international in women empowerment strategy development, Identified skills and capabilities among caregivers, linked it to entrepreneurship, trained compassion international caregivers in self reliance
- Designed and developed an integrated marketing and communication strategy, using above the line, below the line, through the line and around the line approaches ensuring effective outreach, frequency and consistency of messages. With a video achieving 100% conversion rate per exposure
- Supported the organisation and facilitation of the Turkana County SMEs Business Exchange Forum 2019 funded by World Bank, Invest In Africa and other partners
- Identified talent among youths, linked it to entrepreneurship, trained compassion international beneficiaries in business management.
- Established 14 cooperative societies across the country, developed a curriculum for business management and SACCO governance, and trained 150 entrepreneurs.
- Developed 3 mobile applications for customer relationship management integration member information, payment options
- Conducted a consumer and supply chain study, analyzed data, used the information to develop a sustainable, inclusive business model for sanitation and hygiene, with an automated customer relationship management system
- Developed a curriculum for sales and marketing, trained 300 sales people and 1500 community resource persons

WORK EXPERIENCE

Institution: Sustainable Africa Innovators

Position: Strategic Marketing & Inclusive Business Consultant

Duties and Responsibilities

Building capacity of SMEs in management, sales, marketing and communication, through coaching, training and education, to provide the long-term foundation for transformation by

- Designing a business models that create and captures value for customers by coming with products and services that allows its continued existence and profitability.
- Identifying the areas where the Enterprise will focus its product and service innovation efforts (or investments) to maintain or increase the value provided to its customers over time.
- Aligning organizations vision and mission to business strategy and its results (such as financial performance, operations, innovation, and employee performance).
- Developing effective KPI's, measures and meaningful standards, and establishing both short-term milestones and long-term targets.
- Creating appropriate budgeting, tracking, communication and reward systems.
- Collecting and analyzing performance data and comparing actual results with desired performance

INSTITUTIONS I HAVE SUPPORTED

- Sustainable Africa Innovators
<https://sus-afric.org/>
- Compassion International
<https://www.compassion.com/>
<http://kag-kamae-cdc.co.ke/caregivers>
- Invest In Africa
<https://www.investinafrica.com/>
- Congregation of the Mission
<https://cmglobal.org/en/>
<https://vinformation.org/en/>
- Cityscape Trends
<https://www.cityscapetrends.com/>
- Save Live Volunteers
<http://savelifevolunteers.org>
- Delgate New Zealand
<https://www.kenyantraffic.com/>
<http://autocrateek.com/>
- Mradi Youth Sacco
<https://mradiyouth.co.ke/>

WORK EXPERIENCE

May 2014-May 2017

Institution: SNV- Netherlands development organisation

Position: Advisor Marketing and Behaviour change communication

Duties and Responsibilities

Business development

- Conducted market research, sanitation hardware value chain analysis, including availability and pricing of available products;
- Developed modules and training manuals, in sales and marketing for local partners to support their expansion in the market;
- Designed and tested supply chain interventions with local partners;
- Designed, developed and produced technical guidance handbooks, informed choice materials for clients
- Developed a marketing strategy for sanitation
- Led business development for micro enterprises (training and technical assistance);
- Developed guidance and supporting materials for scale up of local programs;
- Organised conferences, WASH forums, for partners at county national and international level to discuss progress in WASH
- Identified governance related barriers and opportunities for sanitation business development and formed partnerships and alliances to overcome this barriers.

Strategic marketing and positioning

- Organised launches, partner briefing events, field visits and round table meetings to showcase SNV's progress in projects implementation
- Developed fact sheets, project brief, project reports, news bulletins, client testimonials, and shared with partners during conference, national awareness days and learning events.
- Established partnerships, strengthened the relationship and cooperation with clients, WASH program partners and stakeholders through national technical working groups (AMREF, UNICEF, WORLD BANK,)
- Identified and partnered with organisations working in outreach and capacity building for social behaviour change communication (AMREF, UNICEF, WORLD BANK, county government, community health workers, youth groups, women's groups);
- Led the technical working group in developing a national monitoring framework for human rights based approach to WASH in Kenya (WHO, SNV, (AMREF, UNICEF, WORLD BANK,)
- Conducted midterm, end term surveys, prepared project reports and shared with project teams through the intranet and SharePoint
- Conducted online discussion groups for key issues affecting the strategic direction of the projects, summarized the findings from the discussions into useful reports

Media, audience and brand management

- Conducted target audience and participants analysis, through formative research, barrier analysis and surveys to inform strategic direction.
- Developed localized social behaviour change communication strategies in collaboration with local partners;
- developed of communication tools and materials : videos, posters, brochures, flip charts, banners, fact sheets, partners briefing papers, news bulletins etc
- Pre-tested communication materials for relevance, acceptability, attractiveness and understanding for primary, secondary and tertiary audiences
- Developed work plans and activity budget for social behaviour change communication component and led the development of high-quality progress reports.

Internal Communications and Knowledge Management

- Organized learning events for project teams in 9 countries to share experiences, document lessons learnt and improve on strategies in project implementation.
- Developed an online interactive platform for real time reporting on outreach activities conducted by field officers, county government officers and SNV staff,
- Designed an electronic marketing and sales intergraded system with a multilevel marketing link, customer feedback mechanism, mobile app, and payment options

Project and people management

- Recruitment of project field officers, consultants and community volunteers
- Led social behaviour change communication capacity building and trainings through development of training modules and manuals
- Led budgeting, planning, implementation, and monitoring of social behaviour change communication activities in the project target areas;

WORK EXPERIENCE

Jan 2014- April 2014

Institution Pharmaco healthcare limited

Position: Medical representative (Marketing Executive)

Main Duties

- Sales and marketing, market intelligence and competitor profiling and analysis Product awareness, launching of new products,

Responsibilities

- Carrying out the feasibility studies to determine viability of the new products as per the institution plan
- Creating and sustain a market demand for pharmaceutical product and monitoring products life cycles in the company
- Initiating methods and strategies for effective market segmentation and coverage

Participating in product development, launching and re-launching of new and existing products by designing promotional materials.

Oct 2012 – Dec 2013

Institution: = Lord's healthcare limited

Position: professional service representative)

Main Duties

- Sales and marketing, market intelligence and competitor profiling and analysis Product awareness, launching of new products,

Responsibilities

- Maintenance of learning resource center in partnership with Kenyatta national hospital
- Business to Business marketing and communication, opening up new markets through customer relationship management
- Planning for health National days (world kidney day, world Aids day, matter heart run,)
- Sales and marketing, market intelligence and competitor profiling and analysis Product awareness, launching of new products, Responsibilities
- Carrying out the feasibility studies to determine viability of the new products as per the institution plan

- Creating and sustain a market demand for pharmaceutical product and monitoring products life cycles in the company
- Initiating methods and strategies for effective market segmentation and coverage
- Participating in product development, launching and re-launching of new and existing products by designing promotional materials.
- Collecting and analyzing market information to determine the company's market position and help develop and review business strategies
- Maintaining customer database and collecting views to assist in customer service and business growth strategies

Preparing weekly reports to assist in forecasting, measuring market shares, market trends and demand and adverting effectiveness

Feb 2011 – Sept 2012

Institution: = Cooperative bank of Kenya

Position: direct sales and marketing representative

Main Duties

- Sales and marketing, market intelligence and competitor profiling and analysis Product awareness, launching of new products,

Responsibilities

- Customer appraisal to determine the viability of an investment plan in relation to the funding requested.
- Facilitated loan facilities to individuals as personal loans, group lending and working capital for Sacco's
- Carrying out customer training on mobilization of funds through formation of savings and credit societies SACCOs
- Trained social groups on how to benefit from micro credit facilities in partnership with the government
- Monitoring group projects offering advice and assessing return on investment
- Trained farmers on how to benefit from donor funded projects

REFERENCES

| Name | Godfrey Sakwa | Samuel Maina | Henry Mugane |
|-------------|--|--|--|
| Position | Programmes Coordinator | MBA & PhD Coordinator | Head Human Resource Division |
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