

CURRICULUM VITAE

BIO DATA

NAME : David Wanyoike Ngigi
NATIONALITY : Kenyan
MARITAL STATUS : Married
ADDRESS : 70349 00400 Nairobi

EDUCATIONAL BACKGROUND

INSTITUTION	EXAM	AWARD	PERIOD
University of Nairobi	PhD	Pursuing	2011-
United States International University	MBA	MBA-Strategic Management	2005-2009
UNIVERSITY OF NAIROBI	BACHELOR OF COMMERCE (MARKETING OPTION)	2 ND CLASS HONOURS (UPPER DIVISION)	1992 - 1996
NJIIRI SCHOOL	K.C.S.E	KCSE	1987 - 1990
KIUGUINI PRI. SCHOOL	K.C.P.E	KCPE	1979 - 1986

Publications:

International journal of Science Commerce and Humanities Volume No 2 No 4 May 2014 238

STRATEGIC MANAGEMENT PRACTICES AND PERFORMANCE OF SMALL SCALE ENTERPRISES IN KITUI TOWN IN KENYA

Bridget M. Mutemi*1 Rugami Maina 2 Ngigi D. Wanyoike3 1 Postgraduate Student, Kenyatta University, Kenya 2Lecturer, Kenyatta University, Kenya 3Tutorial Fellow, Kenyatta University, Kenya

OTHER TRAINING PROGRAMMES/COURSES

MANAGEMENT TRAINING -By Dale Carnegie Training- Leadership Training

Project Management - British Council

SERVICE PLUS TRAINING - DCDM

ORGANIZATION	POSITION	RESPONSIBILITES	PERIOD
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EMPLOYMENT

Current			2012- 2016
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Tutorial Fellow	Kenyatta University		
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Overall Responsibilities:

1. To teach students in areas allocated by the Head of Department. Includes setting & agreeing on course content, setting of exams, Supervision, Marking & posting of marks.
2. To engage with the broader scholarly and professional communities.
3. To assist in the development of learning materials, preparing schemes of work and maintaining records to monitor student progress, achievement and attendance.

4. To participate in departmental and faculty seminars aimed at sharing research outcomes and building interdisciplinary collaboration within and outside the department including the industry.
5. To participate in the development, administration and marking of exams and other assessments.
6. To participate in the administration of the department's programmes of study and other activities as requested.
7. To contribute to departmental, faculty, or working groups or committees as requested.
8. To maintain own continuing professional development.
9. To actively follow and promote University policies, including Equal Opportunities.
10. To maintain an awareness and observation of safety regulations.

Other Past Career History

Africa Online/iWayAfrica

2008-2011

Marketing Manager -

- Development and implementation of the marketing plan
 - Organizing and training distributors and their staff
- Training staff in Sales, Marketing, customer service and business development
 - Developing company training programs
- Development of Promotion, Price, Place and Product strategies
 - Fitting markets with appropriate services
 - Segmentation and differentiation
 - Sales support to ensure revenue target achievement
 - Route to market
 - Hybrid solutions
 - Market forecasting
 - Customer loyalty

Pan-African Business

Sales & Marketing Manager

- Developing & implementation of the Pan-African business plan
- Managing Pan African Multinational accounts
- Training staff and distributors to achieve revenue targets
- Products development
- Discussing interconnection and partnership agreements with GSM and international operators
- Preparing revenue models for new products
- Managing products life cycle
- Liaising with Pan-African Countries' regulatory Authorities on compliance of ICT services
- Development & leadership of a business team

FedEx-East Africa Courier

Eastern Africa Sales & Marketing

2007 -2008

Manager-position Based in Nairobi

- **Scope:**
- Development and implementation of a business plan to achieve revenue KPIs
- In charge of Product Development & Sales in Express Logistics, Airfreight & general courier
- Review of existing products and research on additional products
- Formulation and leading of project teams to develop new products.
- Implementation of new products and follow-up on product life cycle

Callkey Networks**Sales & Marketing General Manager 2006/7**

- Sales plan, Product Development and budget formulation
- Realization of the sales plan- working with the sales team

Africa Online**Sales & Marketing Manager: 2003-2006**

Making & Executing a business plan for Product Development, Sales and Marketing to ensure revenues, support and collections are done to meet Corporate objectives.

SCOPE:

- Project Manager: Consumer Broadband product Development team-Infinet.
- Review of existing products viability and making recommendations for continued investment or divesting from products
- Developing Value added services including anti-virus, security systems, anti-spam products.
- Selecting strategic partners in business development.
- Liaising with regulatory bodies e.g. CCK for compliance of company projects and products
- Development of matrix for; Financial, Product rating and compliance with corporate objectives for intended product development
- Training staff on new products
- Achieving Revenue targets through management, guiding and motivating a national sales team.
- 10 Dealer network management countrywide
- Doing and executing business plans for Sales staff and dealer staff.
- Coordinating PR for the company
- Representing company in ICT forums
- Meeting marketing agencies to draw Market strategies.
- Planning marketing budgets for the unit and working on an effective media plan

Africa Online**Business Development Manager****2002-2003****MY RESPONSIBILITIES**

- Project Manager: Planning and implementation of first broadband Internet Wireless access product.
- New products development
- Sales support meetings

Other Assignments handled within Africa Online**Dealer & Efax Manager:**

- Managing a dealer network countrywide & managing Efax unit

Dial up, etouch & Website sales:**1997-2002**

- Prospecting for clients closing sales and organising for their set up. Managing accounts closed. Some of the Accounts closed include: CBK, Post Bank, OP, Akarim, Kenya School of Monetary Studies.
- Presentation and making website sales in the IBS division. Proposing solutions and guiding clients in the website development including such things like domain registration. Also putting up measures to ensure clients make positive results from their websites.

UNIVERSITY VACATIONAL JOBS

Coca cola	Research Assistant	Conducting marketing surveys Analysing market trends, Mechandising	1994
Nyaga Ass. & Co.	Audit	Auditing Clients Books	
Tetra Pack	Survey Assistant	Advising Clients on Control systems Market Survey	1995
AAR	Sales Representative	Prospecting for new clients Visiting clients, making new sales Following up existing clients	1995

EXTRA CURRICULUM ACTIVITIES

UNIVERSITY	Marketing Students Association (MSA)	Advertising Manager MSA journal Selling in MSA canteen
	Chairman MSA Charity Walk	Raising funds for Kotorengo Children Home
	Management Science Club Member	
HIGH SCHOOL	Tree Planting Club- Treasurer Science Club - Member	

HOBBIES

Playing volleyball, Watching Cricket, reading, socializing.

REFEREES

Dr. Muathe
Chairman, Business Administration
Kenyatta University,

Dr. Z.B. Awino
School of Business
University Of Nairobi