

# Christopher Njogu Wang'ombe

Cellphone: 0724 643 150 | E-mail: [cnwangombe@gmail.com](mailto:cnwangombe@gmail.com)

## Summary

I am a diligent marketing professional with a passion for the development of businesses through strategic management. Adept at marketing strategy, project management and stakeholder management. I have a proven track record in business development, customer experience, and project management. I have a great eye for detail, coupled with excellent communication skills and a team player.

## Working Experience

### Program Officer – EAGI (Eastern Africa Grain Institute)

Eastern Africa Grain Council (<http://eagc.org/>)

October 2016 – Up to date

Managing specialized training and capacity building, mentorship and consultancy services for the grain value chain stakeholders in the Eastern Africa Region.

Serving as a program officer in charge of coordination and implementation of training, capacity building, mentorship, and consultancy service by enhancing quality, develop marketing strategies to increase revenue generation and impact in 10 EAGC member countries.

- **Business Development** – developing and implementing strategies for commercial training and consultancy services in 10 Eastern African Countries, to enhance brand awareness and increase revenues for EAGC.
- **Quality Control** – coordinating and managing the development and implementation of specialized commercial and program based training and capacity building activities in the Eastern Africa region.
- **Program Management** – developing proposals for funding, managing program implementation and reporting to support monitoring and evaluating activities against work plans. Ensuring all project deliverables are on time, within the budget and of the utmost quality.
- **Stakeholder Management** – managing the institute's compliance with various statutory, regulatory and legal provisions, collaboration with other learning institutions and universities.

### Head of Agriculture Leasing,

Vehicle and Equipment Leasing Limited ([www.vaell.com](http://www.vaell.com))

August 2015 – September 2016

Directed Agricultural leasing operations in the East Africa Region, managing business development, coordinating project management and Stakeholder management.

Setup the Agriculture Leasing department, developed its strategy for market entry, project manager for the development of Tinga Rental Store Application and coordinated all business development functions; lease application review, credit analysis, vendor management and rental schedules.

- **Business development** – launched agricultural leasing in Kenya and Tanzania, with leases worth 250,000 USD approved for agricultural machinery.

- **Project Management** – led a team of 10 personnel in the development and deployment of the Tinga Rental Store Application project and increased departmental efficiency by the automation of customer’s orders processing and financial reporting
- **Team Leadership** – managed a talented team of 15 personnel in charge of customer service, credit analysis, communication and field operations and other specialists. Supervised the engagement of the team in-house and kept the stakeholders informed of progress and milestones.
- **Strategy** – developed and led the implementation of the department market entry strategy, brand awareness creation, sales, and marketing strategies and accelerated the growth of the business by 25% enabling profit gains above 10% in 6 months

#### **Relationship Officer**

**Vehicle and Equipment Leasing Limited (Vaell, [www.vaell.com](http://www.vaell.com) )**

**February 2015 – July 2015**

Developed marketing materials and sales proposal, negotiated for profitable leasing solutions and relationship management.

- **Business development** – managing customer acquisition, credit analysis and relationship management, increased the lease portfolio by 30 %, improving revenue gains by 25%

#### **Trainee Account Executive**

**The Advertising Company**

**August 2013 – October 2013**

Oversaw internal and external stakeholder management, conducted market research for competitor activities and emerging trends for client’s portfolio and supported the development of brand architecture and advertising strategy.

#### **Digital Account Manager**

**GreenBell Communications Limited ([www.gbc.co.ke](http://www.gbc.co.ke) )**

**June 2012 – December 2012**

Directed all project related activities in the development of websites, social media and e-commerce platforms. Coordinated online content management, web analytics, and reporting. Managing key accounts and growth valued at 10 Million KES.

- Improved customer satisfaction and grew profitability to over 2M KES within the designated portfolio

#### **Sales Representative**

**Promaco Limited**

**September 2010- May 2012**

Handled business development for food additives for the dairy and confectionary industry, coordinated research on competitor activities and emerging trends, developed and managed a customer database for the organization.

### **Leadership Responsibility**

#### **Treasurer**

**Research Club of Kenya (JKUAT Chapter)**

**January 2009- December 2009**

## Education Background

### MSc in Strategic Planning

Edinburgh Business School-Heriot-Watt University

July 2018 – Current

### Bachelor of Commerce-Marketing Major

Jomo Kenyatta University of Agriculture and Technology ([www.jkuat.ac.ke](http://www.jkuat.ac.ke))

May 2007- April 2010

### Kenya Certificate of Secondary Education K.C.S.E

Kagumo High School

Feb 2003-Nov 2006

## Professional Courses

Professional Postgraduate Diploma in Marketing by the Chartered Institute of Marketing (U.K) ([www.cim.co.uk](http://www.cim.co.uk))

Makini College

July 2014 – December 2017

Professional Diploma in Marketing from the Chartered Institute of Marketing (U.K) ([www.cim.co.uk](http://www.cim.co.uk))

Makini College

Oct 2011- Nov 2012

## Interests

Swimming, Travelling, Football

## Referees

### Mr. Alex Kimani

Investment Analyst, USAID East Africa Trade and Investment Hub,

Cellphone no. 0720244664

Email: [alexkimani@gmail.com](mailto:alexkimani@gmail.com)

### Mrs. Yvonne Tharao,

Group Marketing Manager, Britam,

Cell phone no. 0705266268

Email: [ytharao4@gmail.com](mailto:ytharao4@gmail.com)

### Mrs. JudyAnne Wanjiku,

Head of Business (Leasing), Rentworks Ltd

Cell phone no. 0728707411

Email: [judyanne.wanjiku@gmail.com](mailto:judyanne.wanjiku@gmail.com)