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Professional Summary

Dynamic and results-driven business strategist with extensive experience in operations management, strategic planning, and financial modeling. Proven track record of driving operational excellence and delivering impactful results in the transport sector. Founder of Instruct Africa, with innovative solutions like Lowyad.com and Jisort Kisheria that address critical market needs. Skilled in leading cross-functional teams, optimizing processes, and managing large-scale projects. Adept at using data-driven insights to guide strategic decisions, with deep industry connections and expertise in the Kenyan market.

Professional Experience

Founder & CEO

Instruct Africa September 2021 - Present

- Spearheaded the launch and growth of Lowyad.com and Jisort Kisheria, addressing gaps in the legal insurance market for transport operators in Kenya.
 - Led strategic planning, financial modeling, and operations management for both products, resulting in significant market penetration and user adoption.
 - Built and managed relationships with key stakeholders in the transport sector, leveraging industry connections to drive business growth.
 - Oversaw the development of scalable operational processes, optimizing efficiency and reducing costs while maintaining service quality.
 - Led data analysis initiatives to enhance product offerings and refine go-to-market strategies.
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Education

Bachelor's Degree in Law(LLB)

Catholic University of Eastern Africa

Skills

- Strategic Planning & Decision-Making
- Financial Modeling & Analysis
- Operations Management
- Project Management
- Data-Driven Decision Making
- Cross-Functional Team Leadership
- Stakeholder Management
- Transport Sector Expertise

Certifications

>Women Hindsight Leadership Program-HindSight Venture
>Women In Tech Program

Languages

- English (Fluent)
 - Swahili(Fluent)
 - French(Beginner)
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