



Inachee (*noun*) [In-a-chee-]: Home Grown Energy in Motion.

## Profile

	<p style="color: red; margin: 0;"><b>Joseph Walusimbi, BBA (MUK), MBA, Mphil</b></p> <p style="margin: 0;"><i>"I am a multi-skilled professional in the areas of Marketing and Communications, Organizational Development, Strategic Planning &amp; Implementation, Operations Management and Project Management. I have 16 years of global work experience in management roles in Operations, Commercial and External / Corporate Affairs functions of both Fast Moving Consumer Goods (FMCG) and Services industries.</i></p>
<p><b>Role</b></p> <p><b>Contact:</b></p>	<p><b>Chief Executive Officer, Head of Business Development</b></p> <p>Plot 20 Kanjokya Street          P. O Box 7668          Kampala, Uganda          Off: +256 414 599 433  <a href="mailto:walusimbij@inachee.com">walusimbij@inachee.com</a></p>

### Membership of Professional Societies

International Society for Performance Improvement (ISPI)

### Key Qualifications

I hold a Bachelors degree in Business Administration from Makerere University and two Masters degrees; one in Business Administration and another in Philosophy (MPhil) which I acquired from the Maastricht School of Management (Msm) in the Netherlands as I pursue a Doctorate in Business Administration (DBA) with a focus on the application of Value Chain Analysis to develop commercial forestry sectors of Uganda and Tanzania.

### Key projects

#### **Marketing and Communications**

- Introduction and management of a new telecommunications company brand (Warid Telecom) in a tightly competitive industry in Uganda. At that time, there were 3 major competitors that had established a foothold in the industry. Warid Telecom achieved 1.2 million mobile phone connections within the first year in a market that was estimated at 7 million connections.
- Management of the media and external relations at the time of the purchase of Nile Bank Uganda by Barclays Bank PLC

- Management of tobacco brands projects in Uganda, Kenya, Tanzania, Djibouti, Ethiopia and Somaliland
- Set up and Introduction of Uganda Telecom and Africa Online Internet and Data services in Uganda
- A Barclays bank organizational development project to align employees' (internal customers) values with brand values for their commitment and ability to depict brand values in customer and staff interactions.
- At the time of the rejuvenation of the Barclays brand globally including redesign of the logo and change of tagline to '*Now there's a thought*', not much priority was placed on the relevance of the new brand positioning in the Africa region. Following results of a qualitative research in Uganda, a new positioning and campaign was developed focusing on a new tagline, '*You're Welcome*'.

### **Operations Management**

- Part of the change management program team in BAT Kenya at the time when BAT merged with Rothmans International and at the time of introduction of an advanced Enterprise Resource Planning (ERP) solution to streamline operations.
- Designing and implementation of a more effective distribution structure for the Horn of Africa Markets at the time of merger of BAT and Rothmans International (RI).
- The set-up and management of a Computerized Driving Permit processing centre for Face Technologies (PTY SA), a company contracted by the Government of Uganda
- Re-organization of Uganda Telecom from a product-based structured organization (Landline / Internet and Data/ Mobile) to a functional-based one.
- Development, introduction and management of a national lottery brand (Go Lotto) in the Uganda market – Heading the Marketing, Sales & Distribution departments

### **Business Consultancy / Skills Development**

- Assessment of an organization's root causes of performance challenges and to subsequently advise on interventions to correct the situation. This involved systemic and systematic determination of the causes and development of a medium to long term strategic plan based on the Balanced Score Card model; introduction of a Performance Management system; establishment of key controls and focusing on periodic skills development at all levels.
- Conduct of a Change Management (Personal Development) program for British American Tobacco Marketing, Sales and Distribution teams
- Conduct of Training of Trainer (ToT) sessions for the facilitators of the African Global Development Exchange Company's Personal Leadership Skills Development workshops
- Commercial Management and Team Effectiveness trainings for a number of financial institutions, manufacturing organizations, telecom dealerships and IT/Engineering based firms.
- A Performance Improvement consultancy project for the Sales Department of Kensington Africa, a company dealing in Real Estate sales and rentals
- Development of the Commercial section of the Joint Clinical Research Center (JCRC) 2012 -2016 Business Plan

### **Education:**

- MPhil (DBA Candidate), Maastricht School of Management, Netherlands, 2007 – to date
- MBA, Maastricht School of Management (in association with Eastern and Southern Africa Management Institute), Netherlands / Tanzania (Arusha), 2002 – 2004
- BBA (Hons), Makerere University, Uganda (East Africa), 1993 – 1996

### **Employment Record:**

May 2011 – to-date

#### **Business Development Consultant and Trainer**

Currently offering consultancy services in Organizational Development, Commercial Operations Management and Strategic / Business Planning as well as personal and work related skills development services.

- Dec 2009 – Apr 2011 **Head Marketing, Sales and Distribution, Global PS Lotto Investment Ltd**  
Set up and managed the Sales, Distribution and Marketing departments of a lottery and numbers gaming company.
- Aug 2007 – Dec 2008 **Head of Marketing, Warid Telecom Uganda**  
Responsible for the leadership and development of marketing strategies and operations of the then newest telecommunications services provider in the market. This entailed brand development and management, market analysis, products and services communications and programs support, promotions, corporate events, public relations and social responsibility programs.
- Aug 2005 – July 2007 **Head of Marketing and Corporate Affairs, Barclays Bank of Uganda**  
An Executive Committee member responsible for Marketing (for the Brand, Retail and Corporate businesses), Public Relations, Internal Communications, Events and Sponsorships and Corporate Social Responsibility functions of the bank.
- Nov 2004 – July 2005 **Operations Management Consultant, Face Technologies (PTY SA/GOU)**  
Responsibilities included working with teams of technical and commercial consultants from South Africa and the Government of Uganda to create an overall administrative and support structure for the Digital Driving Permits project, which was then at the development stage.
- July 2003 – Oct 2004 **Managing Partner, Morgenthau Stirling Ltd**  
Responsibilities were to lead and develop a skills development company that specialized in Emotional Intelligence based trainings. Additional activities included set up of systems and client portfolios – and provided support to the Training Partner in executing Emotional Intelligence based programs.
- 2001 – 2003 **Manager, Marketing & Sales, Uganda Telecom Ltd**  
Headed the commercial function of the Data and Broadband Internet division and managed a team of 13 people. During that time, 5 mainstream Data and Internet products were introduced over a period of 2 years; this led to Uganda Telecom achieving a 70% market share in corporate communication solutions.
- 2000 – 2001 **Management Consultant - Marketing & Sales, Africa Online Ltd**  
A one year consultancy to set up the Commercial Division of the company when it was newly introduced into the market. During that time, a number of locally tailored products were introduced for the Corporate and Small to Medium sized enterprises.
- 1998 – 2000 **Eastern Africa Region Brand Executive, British American Tobacco East Africa (BAT)**  
Based at the regional office in Nairobi, I managed a portfolio of local and international brands in Kenya, Uganda, Tanzania, Somaliland, Djibouti and Ethiopia, Sudan and the DRC.
- 1996 – 1998 **Management Trainee, British American Tobacco Uganda (BAT)**  
A Leadership Program which included short term roles in all the functions to understand the BAT business holistically (Marketing, Leaf growing and threshing, Production, Distribution, Safety, Finance, Human Resources

and Project Management). As part of the program, projects were undertaken in development and market introduction of brands /products, culture change management at the time of the merger of BAT and Rothmans International, process re-engineering of the supply chain, Trade Marketing and distribution, and participation in Human Resource recruitment and assessment centers.

## Interests

- Participation in activities to do with socioeconomic development issues and alleviation of poverty for the bottom of the pyramid;
- Business Development consulting for SMEs;
- Life Skills Development - Helping people discover their potential;
- Following up on lifetime achievers and influencers through reading autobiographies;
- Watching geographic and engineering-breakthrough documentaries;
- Following up on a wide scale of music genre progression through the times; 1950s to-date; and
- Keeping fit through jogging and weights training.