

PROFESSIONAL RESUME

MASTER IN BUSINESS ADMINISTRATION

Daniel Mainye Nyoka Cell Phone: (+254) 715366297 Email: dmainye@danielmainye.com
Website: www.danielmainye.com

Work Experience

General Management (Generalist)	
<p>Key Result Areas</p> <ul style="list-style-type: none">• Planning and Administration• Capacity and Resources Management• Revenue growth and profitability• Operational Efficiency• HR Management• Financial Management	<p>Key Achievements</p> <ul style="list-style-type: none">• As Senior Manager Fintech, Brand and Innovation; Developed the roadmap for the Fintech Business, managed services and value-added services and the associated revenues year on year.• Grew the Assets Under Management for the Money Market Product from 65m to 720+m through leveraging on technology• Developed and delivered the roadmap and revenue targets for the Cytonn Fintech Business• Created and manage winning partnerships with key stakeholders including Technology and service vendors, commercial partners and internal support teams to create and deliver end-to-end innovation value chains for our clients.• Formulated, directed and coordinated marketing activities and policies to promote products and services, working with advertising and promotion managers.• Performed needs analysis at prospective clients and market segments to identify winning propositions for the company products that deliver to the business unit objectives of revenue, retention and innovation CDIs.• Managed the full products lifecycle for the services including services rationalization and performance reviews that lead to enhancements of existing services and retirement/replacement of services that are neither profitable nor delivering retention and brand equity values to the business.• Set targets and Key Performance for teams as large as 50+ and performed quarterly reviews to measure the achievement of targets• At SevenSeas I became the youngest manager in a Pan-African organization
Business Development	
<p>Key Result Areas</p> <ul style="list-style-type: none">• Incremental revenue growth and acquisition• Market share growth and profitability• Markets/Segments identification & development• Pricing strategies• Alternative channels management• Salesforce training and capacity building• Budgeting and Forecasting	<p>Key Achievements</p> <ul style="list-style-type: none">• Develop clear Go to market plans with timelines based on the different market segmentations.• Implemented market definition and discovery studies and analysis of the findings.• Instrumental in growing Cytonn's fintech business among investors and realizing over 100% incremental assets under management growth within 12 months• Contributed to Cytonn's investment market share growth initiatives.• Drove ongoing revenue targets and products profitability for the assigned product portfolio through innovation and partnerships (new products, product enhancements, new/improved processes, roadmap delivery)• Co-ordinated with Marketing, business planning and sales teams to achieve products take-up in the market through attractive packaging and positioning• Monthly review of current products performance to identify requirements for enhancements, retirement or replacement.

Brand and Marketing

Key Result Areas

- Brand Management; Awareness, Visibility and Loyalty
- Communications Programs Management
- Advertising and Promotions Management
- Budgeting and Integrated Marketing and Communications Management
- Media Strategy, Agency Collaboration, and Management; Creative, Media, PR and Advertising

Key Achievements

- Launch of multiple products by aligning with key stakeholders. Some of the products launched: Xaba (A one-stop-shop platform for blue-collar workers), Cytonn Wallet (A high yielding wallet), Real Estate Projects, Investment Products
- Managed end to end a social media crisis after a coordinated brand attack from famous bloggers in the market
- Developed a winning digital strategy for the firm for the sustenance of product campaigns
- Ran multiple TV ads after scripting and producing the concepts with media partners
- In collaboration with an external stakeholder, conducted a Cytonn's competitor analysis and institutionalized it and which led to the Cytonn 7 campaign
- Ran the Cytonn 7 campaign to demystify the product offerings for the firm.
- Published several articles with media on different topics ranging from investment, technology, real estate, lifestyle etc.
- Worked with global media firms such as CNN and BBC to market Cytonn Products.
- Created hype around the Cytonn products through ATL, BTL and other 360 degrees campaigns to activate the product in the market.
- Catapulted Cytonn to international recognition by championing the participation in International Finance Magazine Awards as the Best Alternative Investment Manager in Kenya 3 years in a row amongst others
- Cytonn brand visibility and client education

Product Development and Innovation

Key Result Areas

- Stage-gate Products Development
- Market and Consumer Research
- Business Modelling
- Product Specification and Development
- Product Iterations
- Go to Market Product Launch
- Research and Development

Key Achievements

- Launch of new products and services governed by the gate innovation process. I have managed to handle Xaba (A one-stop-shop platform for blue-collar workers), Cytonn Wallet (A high yielding wallet) etc.
- Conducted Sales training for Cytonn wallet and Xaba services
- Sought and partnered with Safaricom, PesaLink, Eclectic etc. on different product-related innovations to add value to our product offerings
- Developed and launched a retention strategy and loyalty program for Cytonn clients
- Developing and defining product strategy
- Project managing the product through the gate process and reviewing the performance of the product once launched into the market.
- Advised the business on new innovations and concepts that can be ventured into and remodelling existing products to ensure revenues are sustained.
- Coordinated the efforts of supplier involved in a given project and ensuring delivery of services/products to the required specifications and quality.
- Ensured proper integration (by appropriate communication and documentation) of the deliverables into existing IT infrastructure and business processes.
- Delivery of new innovations for our clients and internal staff use.

Program, Project and Service Delivery Management

Key Result Areas

- Program Management
- Project Management
- Customer Satisfaction
- Budgeting
- Cost Planning
- Stakeholder Engagement
- Effective Communication
- Risk and Issue Management

Key Achievements:

- As SevenSeas Technologies Project Manager; Managed the implementation of the Safaricom Cloud project worth \$ 42m with a primary site and 2 disaster recovery sites.
- Managed the first Ethiopian turnkey data centre project implementation with Bank of Abyssinia. This led to faster processing of client transactions and better client experience. This success led to the award and setup of 3 other banks. Enat Bank, Awash Bank and Abay Bank
- Setup and established the SevenSeas Technologies Service Delivery Team that oversaw the support for the Health Care IT project in 47 counties. The project was worth \$ 250m in partnership with GE
- Managed the setup and building of the Cytonn Wallet. A high yielding one-stop wallet combining investment and payment capabilities in one platform.
- As Cytonn Technologies Business Managers: I was able to deliver the Cytonn Unified Communications system in partnership with Cisco. This reduced our monthly spend and increased work output amongst our sales team
- As Senior Manager Technology and Brand: Was able to work with the team and come up with a payment platform to handle instant payments to our clients. We extended the service by integrating to Pesalink and Airtel Money from the original M-PESA only service.
- I have also handled many other complex projects such as call centre setup, procurement system set up, real estate management system setup amongst others
- Oversaw the implementation of ITIL framework in SevenSeas as the Group IT and Service Delivery Manager as well as Cytonn as the Technology Business Manager

Knowledge Management

Key Result Areas

- Performance Metric Evaluation
- Processes and Policies Development
- Processes and Policies Audit
- Data Capture, Processing and Storage
- Support, Training and Development
- Change Management
- KM Database Management

Key Achievements:

- As SevenSeas Technologies Knowledge Manager; Development the first Knowledge Management unit that oversaw the drafting and approval of the group-wide company policies and process and launch of the first intranet
- As Cytonn Business Manager; oversaw the drafting and launch of the first companywide policies and processes and institutionalizing through training and enforcement
- Enhanced the capabilities of the current intranet to allow for more knowledge sharing and ease of data finding
- Oversaw the purchase and setup of a file share infrastructure in the firm to serve the 500+ staff members across the globe
- Worked with the internal audit team to do quarterly knowledge management audits and correction of any gaps within the framework
- Carry out training and educating staff on the importance of knowledge management as it remains a new discipline in most organizations

Software and Web Development

Key Result Areas

- Web Design and Development
- Website Audits
- Search Engine Optimization
- Requirement Gathering and Analysis
- Software Testing
- Web Security
- Proficient in JavaScript, HTML, CSS, PHP, and SQL
- Database Management: MySQL and similar database management systems
- Familiarity with SSH, BASH, PowerShell command-lines
- Content Management

Key Achievements:

- Developed and launched 20+ websites and 5+ customized systems for different organizations
- Self-taught on different programming languages
- Setup and management of Salesforce CRM, Clarizen Project Management, Zoho Suites, Google Suites, SAP Business One, Microsoft Office 365, Microsoft Office Suites etc.
- Experience with web hosting and cPanel management
- Experience with content management systems: wordpress, joomla etc.

Corporate Strategy, Operational Plans and Business Planning

Key Result Areas

- Market Analysis
- Strategy formulation, development and implementation
- Business planning, performance analysis, scorecard development and tracking
- Reporting and Performance Evaluation
- Strategic Plans Development
- Revenue Planning
- Annual Operating Plans

Key Achievements

- Developed Cytonn Fintech business plan that received board approval and is currently under implementation. Developed the business plan for Xaba in SevenSeas and was rolled out in a partnership with Safaricom
- Conducted comprehensive markets environmental analysis for key markets to inform the strategy formulation process and business planning.
- Defined the governance and strategy model for flagship products in Cytonn Fintech Business and Xaba while in SevenSeas Technologies
- Ensured transfer and sustenance of products knowledge among the different team members before launch and thereafter during the product lifecycle.
- Coordinated launch of new products and services with the marketing team and ensure successful go-to-market and deployment for each product. Ensure all launched products are properly documented and approved as defined by the products gate process.
- Performance management of delivery teams to ensure results in the focus areas that they manage

Employment History

Over 11 Years Experience in Product Innovation & Marketing Services in both Consumer and Enterprise Business Sectors (B2C, B2B, B2B2C models)

- Cytonn Investments – Senior Manager Fintech, Brand and Innovation 2018 – Currently
- Cytonn Technologies – Business Manager – 2017 – 2018
- SevenSeas Technologies – Program Manager - Innovation - 2016 - 2017
- Knowledge For Life - Program Manager - 2013 – 2017
- SevenSeas Technologies - Group Service Delivery Manager – 2015 – 2016
- SevenSeas Technologies - Innovation and County Business Development Manager – 2013 – 2015
- SevenSeas Technologies - Group IT & Knowledge Manager – 2012 – 2013
- SevenSeas Technologies - Management Trainee – 2011 - 2012
- SevenSeas Technologies - Systems Engineer – Business Intelligence– 2010 - 2010

Current Remuneration Details

Gross Monthly Pay

Performance Bonuses

Airtime Allowance

Medical Insurance

Education and Training

1. Post Graduate
 - a. Executive MBA- Strathmore Business School – 2015-2017
 - b. Panafrican Module – IESE Business School Spain - 2016
2. Undergraduate
 - a. BSc Computer Science – Nairobi University – 2008 – 2010
 - b. Diploma Computer Science – Nairobi University – 2006 – 2008
 - c. High School – Maranda High School – 2000 - 2004
3. Executive Programs and On-the-job Training
 - a. Executive Coaching – CDI Africa - Martin Oduor (Former CEO KCB Bank) – 2019
 - b. Personal Performance – Peak Performance International - 2019
 - c. Board Development Programme – Strathmore Business School – 2017
 - d. Leadership & Management Skills – Training Solutions Ltd - 2017
 - e. Engage Speaking Masterclass – Engage Kenya – 2017
 - f. Carestation CS 600 Series Training – General Electric - 2016
 - g. Performance Management – Three Green Apples - 2015
 - h. Knowledge Management – Indian Institute of Management - 2012
 - i. ITIL Framework and Implementation – Self Taught - 2012
 - j. Project Management – Institute of Applied Project Management - 2012
 - k. New Managers Leadership Program – Strathmore Business School – 2012
 - l. Fire Marshal & Emergency First Aid Training – G4S – 2012
 - m. Ignite Personal Performance – Ignite Consulting – 2012
 - n. Financial Planning – Centonomy - 2012
 - o. Public Speaking – Derek Banga - 2011
 - p. Peer Educators Review Workshop – Pharm Access Africa - 2011
 - q. Career Planning & ICT – Knowledge For Life - 2010

Awards and Recognition

- a. Trainer – Cytonn Entrepreneurs Hub (eHub) Season 3 – 2018
- b. Judge – Cytonn Innovation Sprint – 2018
- c. Mentor – Presidential Digital Talent Programme (PDTP) – 2017
- d. Long Service Award (5 years) – SevenSeas Technologies – 2015
- e. Spirit of SST Award – SevenSeas Technologies – 2010, 2012 & 2013
- f. Innovation Award of the Year – SevenSeas Technologies – 2012
- g. Project Award 7th Annual SCI – University of Nairobi School of Computing and Informatics – 2008

Leadership Roles

1. Vice Curator – Global Shapers Nairobi Hub (World Economic Forum) – 2017 - 2018
2. Vice President & Event Manager – Strathmore Business School Council – 2015 - 2016
3. Trustee – Cytonn Investments Pension Scheme – 2019 – 2019
4. School Captain – Maranda High School – 2003-2004

Memberships

1. Board Member – Work Experience & Mentorship Academy – 2020 - Date
2. Alumni - Global Shapers Nairobi Hub (World Economic Forum) – 2019 – Date
3. Alumni – Strathmore Business School – 2017-Date
4. Advisory Council Member – Presidential Digital Talent Programme (PDTP) – 2014 – Date
5. Member - Global Shapers Nairobi Hub (World Economic Forum) – 2014 – 2019

Achievements

6. Development and execution of the Fintech strategy onboarding 100 clients a day with assets growth from 65m to 720+m and rising.
7. Started an initiative dubbed #sbsrunsforshoes that aims at raising money to help street kids in children homes to have shoes.
8. Pioneer of the Knowledge Management and Service Delivery departments in SST and Cytonn
9. Impacting of the IT talent market through training university students on career planning through the Knowledge for Life program (www.k4life.co.ke)

Interests

- Golf
- Entrepreneurship
- Motivational Speaking
- Book Reading
- Public Service

Referees

Robert Gitau
General Manager
TCS Kenya
Email: rgitau@tcs.co.ke
Cell: +254-722699530

Bancy Gakuru
Head of Talent
Management – Africa and
Middle East
Syngenta
Email:
bancy.gakuru@gmail.com
Tel: +65-97296008

Loice Wafula
Head of Talent
Management
Centre for Corporate
Governance
Email: yihendal@gmail.com
Cell: +254-722-994 414