

## Curriculum Vitae

Dr. Catherine Ngahu, EBS

**Nationality:** Kenyan  
**Position:** Senior Lecturer, University of Nairobi, School of Business  
**Areas of Expertise:** Over 25 years of teaching, research and consulting experience in Business Strategy, Marketing, Consumer Behavior, Qualitative Research Marketing Communications.  
**Nationality:** Kenyan

### Membership in Professional Societies

- Fellow of Aspen Global Leadership Network
- Marketing and Social Research Association
- Marketing Society of Kenya
- Institute of Directors

### Key Qualifications & Experience

Dr Ngahu is a consultant, educator and entrepreneur with a multi-disciplinary mindset, and knowledge in business strategy, research and ICT policy. She presents a unique combination of commercial acumen, academic distinction and significant involvement in the corporate governance sphere in Kenya. She is strategically aware, results driven and has excellent planning and organizational capabilities. As an early entrant into the ICT policy sector, she is conscious and passionate about driving the adoption of technology as a means to unlocking transformative possibilities.

Dr Ngahu has over 25 years of academic, enterprise, and consulting experience in business management, strategy and research. She has served in ICT policy and corporate governance for more than 15 years. The matrix below summarizes her experience.

Requirement	Qualifications and Experience
Board Strategy Experience	<p>➤ <b>Current Board Roles</b></p> <p>Chairman: Universal Service Fund Advisory Council at Communications Authority of Kenya - with a mandate of ensuring inclusion by administering the fund to enhance ICT access in unserved and underserved areas.</p> <p>Board Member: African Center for Transformative and Inclusive Leadership (UN Women and Kenyatta University Initiative)</p> <p>➤ <b>Previous Board roles:</b></p> <p>Chairman: Uchumi Supermarkets PLC 2015-2018</p> <p>Chairman: Kenya ICT Board (ICT Authority) 2007-2013</p> <p>Chairman: Project Governance and Oversight Committee - Kenya Transparency and Communications Infrastructure Project (KTCIP) This was a World Bank funded project which supported the implementation of various national ICT projects.</p> <p>Board Member: AAR Insurance, Eveready EA, Kenya Women Finance Trust, and KCA University.</p>

	<ul style="list-style-type: none"> <li>➤ She has a broad exposure on the role of Boards in public and private organizations from wide experience serving in Boards under various regulatory regimes as well as extensive training in governance and company directorship.</li> </ul>
Senior management	<ul style="list-style-type: none"> <li>➤ Served for 15 years as Managing Director of SBO Research Limited a consulting firm which provides research, data analytics, marketing and business strategy consulting services. She is currently the Executive Chairman of SBO Research.</li> <li>➤ As the founder of SBO Research, Catherine has used her entrepreneurial and leadership skills to build the company to a leading supplier of quality research and consulting services to diverse public and private corporations and international agencies.</li> <li>➤ The company has served in a wide range of sectors including banking, insurance, energy, telecommunications, ICT, healthcare, pharmaceutical, education and FMCGs.</li> <li>➤ SBO Research was ranked No 8 in the Top One Hundred Mid-size companies in Kenya in 2011.</li> </ul>
Consultancy	<ul style="list-style-type: none"> <li>➤ Has handled numerous consulting projects on the regulatory framework, service issues, strategy and new product development for various organizations in the communications sector, relating to telephony, postal/courier, mobile money and internet services.</li> <li>➤ Consulted extensively in the areas of research and strategy for leading organizations including Safaricom, EABL, Reckitt, BAT, Standard Chartered Bank, Britam, and Association of Kenya Insurers (AKI) among others.</li> <li>➤ Public sector consulting for Ministry of Cooperative Development, Kenya Power, Brand Kenya, CCK, NHIF, Post Bank, KWS, Kenya Revenue Authority, Kenya Ports Authority, KTB, RBA and Insurance Regulatory Authority among others.</li> <li>➤ Advised on marketing, branding, new product, customer satisfaction issues for a wide range of fast-moving-consumer-goods and a multiplicity of services.</li> <li>➤ Led numerous studies to support performance contracting requirements for many state corporations including customer satisfaction, employee satisfaction, gender mainstreaming, work environment, reputation index, and anti-corruption among others.</li> <li>➤ Consulted for international organizations including International Finance Corporation, World Bank, UNIDO, ILO and UNDP.</li> <li>➤ Research consultant for United Nations Industrial Development Organization (UNIDO) on foreign investor perception of the business climate in Kenya.</li> <li>➤ Consultant for United Nations Conference on Trade and Development (UNCTAD) and International Chamber of Commerce (ICC) on United Nations Investors Guide for Kenya.</li> </ul>

<p>ICT Policy</p>	<ul style="list-style-type: none"> <li>➤ Dr Ngahu contributed to the ICT sector mainstreaming in Kenya by providing leadership in the early creation of the ICT Board (now ICT Authority) as first chairperson.</li> <li>➤ She oversaw the development of systems and structures, ensuring organization growth as well as effective governance in the implementation of national projects under the World Bank funded Kenya Transparency and Communications Infrastructure Project (KTCIP) which started with an initial funding of 100million USD.</li> <li>➤ As Chairman of the Universal Service Fund for ICT since 2014, she has provided leadership in ensuring the operationalization of the fund, collecting over Ksh7B and providing mobile telephony infrastructure for underserved populations and broadband services for secondary schools in Kenya.</li> <li>➤ Studied ICT and development through short courses offered the International Center for Parliamentary Studies in the UK and Cerneva, UK as well as regularly participating in international ICT conferences and policy meetings.</li> </ul>
<p>Academic</p>	<ul style="list-style-type: none"> <li>➤ Has taught management, entrepreneurship, marketing strategy, communications, and consumer behavior as a senior lecturer at the University Of Nairobi School Of Business for many years.</li> <li>➤ Has published in the areas of marketing strategy, consumer behavior, quality issues, customer service, technology policy and mobile money.</li> </ul>
<p>Awards/ Recognition</p>	<ul style="list-style-type: none"> <li>➤ Elder of the Order of the Burning Spear (EBS) - Awarded by the President of Kenya for devoted service (2011)</li> <li>➤ Marketing Warrior – Awarded by Marketing Society of Kenya in 2008</li> <li>➤ DMAS (Distinguished Marketing Savants) - Awarded by Marketing Africa in 2009</li> <li>➤ Awarded Research grant for research on SME innovation by Africa Technology Policy Studies Network (1994)</li> <li>➤ Awarded Research grant for technology policy research by International Development Research</li> <li>➤ Awarded one of two research fellowships Africa-wide to Wharton Business School, University of Pennsylvania, USA by USAID in 1992</li> <li>➤ Served as a Judge for the Master category in the EY Ernst and Young Global entrepreneurship award for East Africa 2014-15</li> </ul>
<p>Education</p>	<ul style="list-style-type: none"> <li>➤ PhD in Business Administration - University of Nairobi (2016). Focused on mobile money services in Kenya.</li> <li>➤ Business Research Fellow - Wharton Business School, University of Pennsylvania, USA (1992-1993)</li> <li>➤ MBA in Marketing strategy – University of Nairobi (1987)</li> <li>➤ Bachelor of Education, Business Studies First Class Honors - University of Nairobi (1985)</li> <li>➤ Has published extensively in the areas of marketing strategy, quality issues, customer service, technology policy and mobile money.</li> </ul>

### **Relevant Training**

- Corporate Governance Masterclass by IFC/CMA Nairobi, 2017
- Inaugural CEO/Chair Forum, Women corporate Directors, WCD 2019
- Masterclass Universal Service Fund Training by Cerneva TRMC, UK 2018
- Digital Banking and Competitiveness Workshop. IIFS Accra, 2018
- Inspiring Visionary Boards. Women corporate Directors, 2018
- The Speed of Trust, Stephen Covey Corporation Nairobi, 2017
- Driving Performance Through Strategic Financial Planning by GTC, UK, 2016
- Mwingozo Governance Training by State Corporations Advisory Committee, 2016
- Sustainability and the Financial Sector. International Institute for Sustainable Development, Lome 2016
- Professional Certificate in Technology and Development from the International Center for Parliamentary Studies, UK 2015
- Professional Certificate in ICT Assisted Development from the International Center for Parliamentary Studies, UK 2013
- International Certificate in Company Directorship from IOD, Nairobi 2011
- Value based leadership training from Africa Leadership Initiative /Aspen Institute of Management, 2002- 2005
- Corporate Governance Certificate Course by COG, Mombasa 2008
- Attended many conferences, policy events and study tours globally on digital marketing, business incubation, telecommunications, Broadband and ICT.

### **Employment Record**

University of Nairobi: School of Business Senior Lecturer (1997- to date)

University of Nairobi: Faculty of Commerce Lecturer in (1988-1996)

### **Keynotes, Speaking engagements and panelist roles in Professional Forums**

As a leading thinker and educator in business, Catherine has been invited as a speaker by many professional organizations over the years including:

- Commonwealth Telecommunications Organization (CTO)
- Institute of Company Secretaries (ICS) Digital Board
- Women Corporate Directors ( WCD)
- Insurance Institute of Kenya (IIK)
- Association of Kenya Insurers (AKI)
- Institute of Certified Public Accountants (ICPAK)
- Connected Kenya Summit (ICT Authority)
- Association of Professional Societies of East Africa (APSEA)
- Africa Project Development Facility (APDF)
- Association of Women Accountants of Kenya (AWAK)
- Marketing & Social Research Association Celebrity Talk
- Institute of Certified Public Secretaries (ICPS) Kenya
- Institute of Directors (IOD)
- HRDA/University of IOWA

### **International Conferences and Policy Meetings attended**

- Mobile World Congress, Barcelona 2018
- International Telecommunications Union meeting Cape Town 2018
- World Summit on the Information Society Forum (WSIS) Geneva 2017
- Sitex ICT and Telco Expo Singapore 2017
- International Telecommunications Union Summit Bangkok 2016
- Commonwealth Telecommunications Organization (CTO) Dubai 2016
- Postal Expo Paris 2015
- Universal Postal Union Conference Berne 2014
- New York City customer service management center 2013
- SAP Sapphire Now conference on Business analytics and Mobility solutions 2012
- Oracle world Conference, San Francisco 2010 and 2011
- E-Learning for higher Education conference, Kampala 2010
- ICT application in port management services, Singapore, 2010
- Birmingham Business Process Outsourcing Convention, UK 2010
- Metropolitan Transport service management Center New York 2011
- Minact, USA – Minority Enterprise Development Project, Mississippi 1993
- Illinois Business Incubator – University of Illinois, Urbana Champagne 1993
- Pittsburg Small Business Development Center, University of Pittsburg 1993
- Wharton Small Business Development Center, University of Pennsylvania 1992

## **Publications**

### **Books**

1. Choice of Technology in Small Scale Enterprises. Chapter in a book titled *Technology Policy and Practice in Africa* edited by Ogbu, O. Oyeyinka and Mlawa H. Published by IDRC, 1995 Ottawa
2. Quality in Overseas Consultancy: Understanding the Issues. Arthur, L; Preston, R; Ngahu, C.; Le Breton, S; & Theobold, D. *British Council*, 1996 London.

### **Articles**

3. Perceived Justice and Customer Satisfaction with Service Failure Redress in Mobile Money Services in Kenya. *International Journal of Innovative Research and Knowledge* 2018
4. Influence of Interactional Justice Strategy on Recovery Satisfaction among Customers of Mobile Money Services in Kenya (2016). *Journal of Marketing and Consumer Research*.
5. Marketing Works for Business only when it Creates Marketable Value (2007) *Marketing Africa*, January-February.
6. Marketing Research Teaching Manual and Audio Cassettes: *Faculty of External Studies and Adult Education*, University of Nairobi: 1991
7. Personnel Management Teaching Manual and Audio Cassettes: *Faculty of External Studies and Adult Education*, University of Nairobi: 1990

8. Mobilizing Invisible Assets: A Real Source of Competitive Power (2001) Article in *Accountant Journal*, September.
9. Benchmarking for Best Practice. *Accountant Journal*.2001
10. Value of Brands: *Sokoni, Journal of Marketing Society of Kenya*, November quarter, 2001
11. Developing Competitive Marketing Strategies. Article in *Market Intelligence: The Investors Journal*, March 1998.
12. Quality Customer Care pays off. *Accountant Journal*, 2001
13. Perception is Reality. *Sokoni, Journal of Marketing Society of Kenya*, 1<sup>st</sup> quarter, 1998
14. Marketing in a Competitive Environment: *Sokoni, Journal of the Marketing Society of Kenya*, Third quarter, 1997.
15. Quality Improvement in Service Marketing, *Marketing Review*, UON, 1994.
16. Customer Driven Service. *Marketing Intelligence*, April 1999.
17. Information Flow and the Mobilization of Invisible Assets: *Accountant Journal April* 2000
18. Market Segmentation in the Banking Sector: Article in *Accountant Journal*, July-September 200
19. Technological Innovations Used to overcome the Problem of Resource Scarcity in Small Enterprises: Implications for Policy *ATPS Working Paper No 12, 1999*.
20. New Trends in Marketing: *Marketing Africa, 2009*
21. Vision 2030 and New product Development; *Aki Journal, June-August 2010*

Contacts

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