

DR. JOSEPH A. MOSE

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PERSONAL INFORMATION	DATE OF BIRTH: 30/12/1972 SEX: MALE MARITAL STATUS: MARRIED
OBJECTIVE	To be an academic professor in the business field.
PROFILE	A trained and professional marketing practitioner with extensive experience in Sales & Marketing.
EDUCATION	
2009 - 2014 2003 ó 2006 1992-1996 1987-1990	PhD (Marketing) – University of Nairobi Master of Business Administration (Marketing) Kenyatta University B.A (HONS), Business Studies & Economics Kenyatta University. Matongo High School (K.C.S.E.)
PROFESSIONAL COURSES	
2007 to 2008 2002 OTHERS	CIM Professional Postgraduate Diploma in Marketing - Chartered Institute of Marketing - United Kingdom M.S.K Practitioner’s Certificate: Marketing Society of Kenya. Certificate in Microsoft Office 2000: Institute of Advanced Technology.
TEACHING EXPERIENCE	
2011To date 2009 - 2010 2009 - 2010 2009 ó 2012	University of Nairobi Tutorial Fellow; (Mombasa Campus). Responsibilities: Training in Marketing and Insurance University of Nairobi Part – Time Lecturer; (Mombasa Campus). Responsibilities: Training in Marketing and Insurance Kenya Methodist University Part ó Time Lecturer Responsibilities: Training in Marketing and International Business Jaffery Institute of Professional Studies CIM Tutor Responsibilities: Training Chartered Institute of Marketing Students

2009 - 2012	Marketing Society of Kenya Lecturer Responsibilities: Training in Marketers in assigned topics
INDUSTRY EXPERIENCE	
2006 - 2009	Del Monte Kenya Ltd Regional Sales Manager Responsibilities: In-charge of all sales and Marketing activities
2004 - 2006	Brookside Dairies Ltd Area Sales Executive Responsibilities: In-charge of all sales and Marketing activities in assigned territory.
1999 - 2003	Securicor Security Services (K) Ltd Area Sales Manager Responsibilities: In-charge of all sales and Marketing activities
1997 – 1999	Nevo Bakery (K) Ltd Assistant Sales & Marketing Manager Responsibilities: In-charge of all Sales and Marketing activities
PUBLICATIONS	
<ol style="list-style-type: none"> 1. Mose J. A & Kibera F.N (2015); The influence of service quality management practices on the performance of Hotel firms in Kenya; <i>European Scientific Journals; 0889/15</i>, ESJ August, 2015 edition. 2. Mose J. A (2015); The influence of Industry Competition on the Performance of Hotel firms in Kenya; <i>Prime Journal of Social Science; ISSN: 2315-5051</i>. Vol. 4(8), September, 2015 edition. 3. Mose J. A (2016); Assessment of Marketing Productivity on the Performance of Hotel firms in Kenya; <i>Prime Journal of Social Science; ISSN: 2315-5051</i>. Vol. 5(3), March, 2016 edition. 	
SUPERVISION OF MBA PROJECTS	
<ol style="list-style-type: none"> 1. Emmanuel R. Mkok: D61/P/7981/2004. Assessment of pricing strategies pursued by shipping firms in Kenya. 2. Harun Waweru Mwangi. D61/64647/2013. Compliance to ethical marketing code of practice by Kenya Association of Pharmaceutical Industry members in Mombasa County, Kenya. 3. Jane Chelimo Mibei; D61/70930/2009. Application of mobile marketing in commercial banks in Mombasa county, Kenya. 4. Jacqueline Omenye; D61/69230/2011. Relationship marketing strategies and customer loyalty: A case of the mobile telecommunication industry in Kenya. 5. Gitobu Joyce Kathambi; D61/68666/2011. Adoption of green marketing practices by hotels in Mombasa County, Kenya. 6. Bozo Jenje; D61/76497/2012. The role of marketing in Kenyan politics. 	
CONFERENCES/WORKSHOPS ATTENDED	
i. African International Business and Management (AIBUMA) Conference, University	

of Nairobi, School of Business, 2015 ii. New Programme Development workshop at Utalii College, 2014 iii. Development of a strategic plan workshop for Department of Business Administration, Multimedia University, 2012			
INTERESTS	Playing football, Reading Marketing, Finance & other business magazines, Socializing with other people and driving.		
LANGUAGES	Speaking	Reading	Writing
English	Good	Excellent	Good
Kiswahili	Good	Good	Good
INTERPERSONAL SKILLS	Good Communication Skills, Team Building and Leadership Skills.		
COMPUTER SKILLS	Microsoft Window 98 Microsoft Word 2000 Microsoft Excel 2000 Microsoft outlook 2000 and Microsoft Office PowerPoint 2003		
MEMBERSHIPS From 2006 to date 2002 to date	Associate Member of Chartered Institute of Marketing Member of Marketing Society of Kenya		
REFEREES	Prof. Francis N. Kibera Professor in Marketing and Strategic Management School of Business University of Nairobi P.O BOX 30197, NAIROBI		
	Prof. Justus M. Munyoki Chairman Department of Business Administration School of Business University of Nairobi P.O BOX 30197, NAIROBI		

