

CURRICULUM VITAE

PERSONAL DETAILS

Name : THOMAS M. MUTUGU
Profession : Senior Lecturer/Consultant in Strategic Marketing,
Brand Building and Marketing of Nations/Countries
Nationality : Kenyan
Address : P.O. Box 1413 – 00606 Sarit Centre, Nairobi
Telephone : 0722850295
Age : 58 years
Marital Status : Married
E-mail : tommutugu@yahoo.com
Languages : English and Kikuyu

EDUCATION

1982 : St. Louis University – USA
Master of Business Administration (MBA)
Specialization: Marketing and International Business/Relations
1975 : University of Nairobi – Bachelor of Commerce
Specialization: Marketing
2009 : FMSK – Fellow – Marketing Society of Kenya
• Mr. Mutugu is a Doctor of Philosophy (PHD) candidate with CEBU
Doctors University at the Philippines. His area of Research is
Marketing and Branding of Nations.

KEY QUALIFICATIONS AND CAPABILITIES

Mr. Mutugu has extensive experience in training and consultancy in the areas of Marketing, Strategic Brand Building and Strategic Planning in both Private and Public sector. He has been an academician at the Department of Business Administration, University of Nairobi since 1983. Prior to that he had worked for

eight years with the Government the Republic of Kenya at the Ministry of Co-operative Development and Marketing where he worked as a District Co-operative Officer, Credit Officer and also as a Lecturer at the Co-operative College of Kenya.

While on leave of absence for six years, he worked in the marketing departments in the private sector companies which include Nyayo Motor Corporation, Unga Limited, McCann Erickson and MCL – Saatchi and Saatchi.

He has been involved in creating, launching and building new brands, the most recent one being **Fresha milk**, butter, glee and yoghurt brands, which are owned by Githunguri Dairy Farmers Co-operative Society Limited.

He is also a consultant for **Brand Kenya Board** – the institution whose mandate is to build Kenya as a country brand and market Kenya internationally.

For the last twenty-five (25) years, Mr. Mutugu has been involved in Marketing and Strategic Planning facilitation for several organizations both in the Private and Public Sector.

Since 2003, Mr. Mutugu has been the University of Nairobi's School of Business **External Affairs (Foreign Affairs) Coordinator**. This involves managing the relationships between the School of Business on one hand and the Alumni, other universities, employers and the business community on the other hand.

His areas of teaching/research are Strategic Marketing, Strategic Brand Building, Marketing Communications and Marketing of Nations.

In 2008 Mutugu was conferred by the Marketing Society of Kenya the highest honour in Marketing – Fellow, Marketing Society of Kenya (FMSK). This was in recognition of his contribution to the profession of Marketing in Kenya. He is a past

Vice-Chair of Marketing Society of Kenya. He has been a member of the Board of Directors of Kenya Post Office Savings Bank – Postbank – where he chairs the Risk Sub-committee. He is also a Board Member of Spread Marketing Advertising Agency.

PRESENT POSITION

Senior Lecturer in Marketing and External Affairs (Foreign Affairs) Coordinator, School of Business, University of Nairobi

ADMINISTRATIVE AND OTHER EXPERIENCE

- 2003 to date : External Affairs/Foreign Relations Coordinator, School of Business, University of Nairobi
- 1994 to 1996 : Chairman, Department of Business Administration – School of Business, University of Nairobi
- 1986 to 1992 : Coordinator, MBA Programme – School of Business, University of Nairobi
- 1987 to date : Senior Lecturer in Marketing, – School of Business, University of Nairobi
- 1983 to 1987 : Lecturer – School of Business, University of Nairobi
- 1975 to 1983: Co-operative Officer/Lecturer, Ministry of Co-operative Development and Marketing, Kenya

PUBLICATIONS

- (i) “Benefits of Preferential Trade Area – PTA to the Kenyan Business Community” *The Accountant*, Sept. 1987
- (ii) “Regional Economic Groupings and Marketing”: F.N. Kibera and B.C. Waruingi, *Fundamentals of Marketing: An African Perspective*. Kenya Literature Bureau, 1988
- (iii) “Privately Owned Business”: F.N. Kibera(Ed.), *Introduction to Business: A Kenyan Perspective*. Kenya Literature Bureau, 1996

STUDENT SUPERVISION

Mr. Mutugu has supervised over sixty Master of Business Administration (MBA) projects over the last two years.

STRATEGIC PLANNING CONSULTANCY EXPERIENCE

- ❖ Strategic Planning for British American Insurance Group (1984 to date)
- ❖ Strategic Planning for Co-operative Bank of Kenya (1983 and 1988)
- ❖ Strategic Plan Review for Postbank Limited (1996 and 1998)
- ❖ Strategic Planning for Gilgil Telecommunication Industries Limited (1996 and 1998)
- ❖ Strategic Planning for Ukuluma Sacco (1998 and 2006)
- ❖ Strategic Planning for Ndege Chai Sacco (2003, 2006, 2008)
- ❖ Strategic Planning for Mumias Sugar Co. Limited (2003 and 2007)
- ❖ Strategic Planning for Nditika Sacco (2005)
- ❖ Strategic Planning for Domestic Tourism Council (2007)
- ❖ Strategic Planning for Institute of Primate Research (2009)
- ❖ Strategic Planning for Brand Kenya Board (2009)
- ❖ Strategic Plans for eleven departments and three branches of Central Bank of Kenya (2009)

MARKETING CONSULTANCY EXPERIENCE

1. Marketing Plan for products made by Vocational Rehabilitation Centres
Client – United Nations Development Programme (UNDP) (1992)
2. Marketing Plan for Co-operative Bank of Kenya (1995)
3. Marketing Plan and continuous brand building strategies for Fresha Milk brands owned by Githunguri Dairy Farmers Co-operative Society Limited (2004 to date)
4. Marketing Plan for Aberdare Creameries Limited (2005)

5. Marketing Plan for Co-operative College of Kenya (2008)
6. Marketing Plan for Kenic (2009)
7. Marketing Plan for Brand Kenya Board (2009)
8. Marketing Plan review and evaluation for Brand Kenya Board (2009 to 2010)

BANKING AND CREDIT EXPERIENCE

- (i) Co-operative Officer in Credit Division – Ministry of Co-operative Development and Marketing (1976 to 1977)
- (ii) Lecturer and Advisor on Credit at Co-operative College of Kenya (1977 to 1983)
- (iii) Strategic and Marketing Plans for Co-operative Bank of Kenya Limited (1983 and 1988)
- (iv) Director – Kenya Post Office Savings Bank (2005 to date) where I am a member of Strategy and Development Committee and Chair of Audit and Governance Committee

OTHER CONSULTANCY EXPERIENCES

- ❖ Customer Service Advisor/Consultant at Tanzania Postal Corporation (1995-1996)
- ❖ Customer Service Advisor/Consultant at Tanzania Postbank (1996-1997)
- ❖ Conducted a Marketing Study on Unit Trust introduction in Kenya
Client – Deloitte (1995)
- ❖ Conducted a Marketing Study on Farm inputs marketing in Kenya
Client – Pricewaterhouse Coopers (1995)
- ❖ Conducted a study on “Marketing of Kenya’s Horticultural produce”
Client – United States Agency for International Development (1995)
- ❖ Consultant to the Republic of Rwanda on Rebuilding and Revitalization of Rwandese Co-operative Movement (2003 to date)

PARTICIPATION IN MANAGEMENT SEMINARS

Participated as a resource person in in-house Management Development seminars in many organizations including: Co-operative Bank of Kenya Limited, General Motors Limited, Kenya Shell Limited, Kenya Breweries Limited, Kenya Tea Development Agency, Kenya Tea Packers Limited, Agricultural Finance Corporation, D.T. Dobie, Madison Insurance, Bata, Unga Limited, Elianto Limited, Unga Feeds, Toyota Kenya, Amedo Limited, Standard Bank, Barclays Bank, Central Bank of Kenya, Firestone (K) Limited, Kenya Airways, Ministry of Co-operative Development and Marketing, University of Nairobi and British-American Insurance (K) Limited.

COMMUNITY ACTIVITIES

- ❖ Has been a member of the Board of Governors of the following schools: Njiiri High School, Kamahuha Girls' High School, Mugoiri Girls' High School, Loreto High School – Limuru and Murang'a Teachers' College.
- ❖ Has been Chair of the Board of Governors at Mugoiri Girls' High School.
- ❖ Has been Chair of the Parents-Teachers Association (PTA) and Board of Governors at Loreto High School – Limuru.