

CURRICULUM VITAE

Name: Brian Kalekye

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Profession: Private Sector Expert / Marketing Services Expert

Career Background

- I am a professional Private Sector / Marketing Services Expert with over 5 years of progressively responsible experience in Private Sector Development, organization of Private Sector Events, Project Management and Reporting, Handling Internal and External Project Communication.
 - I have experience in Management of Development Projects, having worked under different private sector projects with TradeMark East Africa (TMEA), The Federation of German Industries (BDI), and International Trade Centre (ITC).
 - I am currently pursuing my masters in Project Management. I hold a Bachelor of Commerce Degree (B.Com) from Egerton University. In addition, I have pursued a specialized online course on Project Management with a certificate award from International Trade Centre (ITC) on Trade Facilitation.
 - I have excellent communication skills, and team spirit which enables me to work with diverse teams and deliver change, problem-solving skills, and first-class analytical skills with a high level of diplomacy and tact.
 - I bring a rich blend of skills having worked both in the Private Sector and the Public Sector.
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My Strengths

- A strong private sector network across East African Community (EAC) partner states
- A strong pool of Development Partners to support EAC Integration Agenda
- A strong understanding of EAC and its pillars of EAC Regional Integration Agenda
- A strong advocate of Private Sector as the Drivers of Regional Integration Agenda as per the Treaty establishing EAC
- Organising Chief Executive Officer's roundtable with EAC Secretary General (SG) which is an added advantage to EAC
- Championing inclusion of Young Leaders and Policy Makers as a YouLead Africa leader
- Organising East African Student Leaders Conference with EAC Secretary General
- Rated as the highest in recruiting members to the Regional Advocacy Body of East African Business Council (EABC)
- Presenting issues affecting private sector development and competitiveness in EAC
- Strongly engineering the support to the private sector under EAC with a view to increase Intra-Regional Trade

Education

Year:	Course:	Institution:
2023 - Date (Pursuing)	MBA (Project Management)	Daystar University
2016 - 2020	Bachelor of Commerce (B.Com)	Egerton University

Short Trainings

Year:	Course:	Institution:
2022	WTO - Trade Facilitation Agreement	International Trade Centre
2021	Digital Skills For Africa	Google Africa
2016	CISCO – Information Technology Certificate	ACWICT

Work Experience

2023 – Date

East African Community – Private Sector Coordinator

Significant achievements

- Strengthen the private sector contribution to the EAC Regional Integration agenda.
- Planning and organizing EAC Private Sector Summit in partnership with African Union Commission (AUC).
- Established a strong private sector network across the EAC Partner States.
- Advocating for private sector to take lead in the implementation of the Regional Integration Agenda as per the Treaty establishing the EAC.
- Organized the private sector CEOs to discuss the role of private sector in Regional Integration Process.
- Reported on issues affecting private sector development and competitiveness in EAC region.
- Engineered the support to the private sector under EAC with a view to increase Intra- Regional Trade

2020 – 2023

East African Business Council (EABC) – National Liaison Officer In Kenya

Significant achievements

- High level Event organization and resource mobilization.
- Rallying the voice of the Private Sector towards the East African Community (EAC) integration process to achieve a Private Sector Led Integration. I was able to keep Kenyan members fully engaged on the EAC Regional Agenda.
- Taking lead in collecting policy issues affecting private sector and presenting to the relevant stakeholders for advocacy.
- Organising and managing Regional Public Private dialogue forums, Regional and Global Trade and Investment Missions to grow Direct Foreign Investment (DFI) and intra-EAC Trade. Successfully organized over 20 key high-level engagements with the public sector and EABC members to iron out policy issues affecting businesses in the region with heads of state and business leaders.
- I was able to recruit, sustain and Coordinate members for the regional apex body of Private Sector Associations with an annual turnover of \$300,000 managing over 200 members.

- Supported the formulation and operationalization of membership engagement strategy for the East African Business Council to manage over 200 business organizations both Corporate and National Associations from the East African Community.
- Planning for the World Trade Organization Facilitation Agreement (TFA) training and held two series of training in Kenya training over 60 business leaders.
- Forged partnership between EABC and BDI Digital Skills Programme targeting Business Membership Organizations in Kenya. Ensured training of over 20 associations in Kenya.
- Took part in undertaking analysis of Tariff and Non-Tariff Barriers affecting Kenyan Businesses in the region and successfully organized economic diplomacy sessions with Authorities of the respective Partner States to address the same.
- Contributed to EABC rebranding process; change of logo, development of the corporate book and key branding items.
- Took part in planning for the East African Maritime Awards to appreciate key players in the Maritime Industry.
- Took the lead in report writing for membership and business development projects under BDI.
- Took part in lobbying for resources to support the organization's projects.

2019 - 2020

Track and Trace Ltd – Marketing Officer

Significant achievements

- Took responsibility for engaging government agencies to improve the company's business environment. I was able to get approvals for new products developed by the company.
- Took the lead in developing a digital marketing strategy for the company which turned around the company's position in the online marketing world with a monthly budget of \$ 10,000
- Demonstrated knowledge and keenness to detail running the tendering department. Successfully applied for and fairly won tenders worth \$ 10,000 in a month time.
- Developed a marketing strategy for a new product which was successfully launched by the company.
- Took part in sales of Car Tracking devices forging partnerships with Banks, Micro finances, Car Dealers and Credit Institutions.
- Responding to customer needs and managing the sales process from opportunity identification to customer sign-off.
- Closing new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.

2016 - 2019

Expava Group Ltd - Marketing Associate

Significant achievements

- I was part of the task force that successfully developed a digital marketing strategy for key clients and implementation of the strategy.
- Selling of Digital Solutions to companies and institutions bringing sales of \$10,000 a month.
- Successfully organized and coordinated Marketing Events under Expava Group and

sourced Sponsorships.

- Developed effective working relationships with customers through regular meetings, identifying and obtaining further sales and business development opportunities.

2015- 2016

Wezesha Youth Initiative – Secretary General

Significant achievements

- Took part in lobbying for resources to support the organization's projects.
- I engaged in seeking collaboration and partnerships with other associations and successfully held joint events; Youth Talent Search, International Youth Week and Peace and Neutrality.
- Organized Trade Fairs and had over 300 youths showcase their products during international youth week.

Certificates

- Africa Continental Free Trade Agreement (ROO) - GIZ
- Trade Facilitation – International Trade Centre
- Customs Valuation System - TMEA

List of Referees

Ms. Emily Waita
Director of Public Relations
Coca - Cola East and Central Africa
Phone Number: +254 728 335 498
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Ms. Amelie Ninganza
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