

Ali Hussein: January 2020

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Executive Highlights

Operational Experience

- **2016 to date – Trustee and Business Stakeholder Rep, Kenya ICT Action Network:** KICTANet is a multi-stakeholder network of members from civil society groups, private sector, development partners, technical community and media. The network aims to act as a catalyst for reform in the ICT sector in support of the government mission to enable Kenyans to gain maximum benefit from the opportunity offered by ICTs.
- **2018 to date – Co-Founder & CEO, FinteXX & Kipochi:** FinteXX and Kipochi are part of the Techbiz Group, a leading IT Services & Systems Integrator in the region. Our main focus is to enable the Financial Services Sector across Africa through innovative Financial Technology Platforms and Digital Transformation through Technology, Processes & Culture Change. The company is already engaged in various projects in the Financial Sector.
- **2015 to date - Managing Partner, Hussein & Associates:** Digital Transformation Consultants focused on enabling clients leverage Digital Technologies to achieve Transformational Change in their organizations. Current clients include KCB, Sidian Bank, MoDe – A Transnational IT Company with operations in 28 countries; Key member of team that secured a \$2 million investment into a new payments platform; ICANN (Internet Corporation for Assigned Names & Numbers) San Francisco based Global Internet Infrastructure Company: Ongoing assignment to enable African ICANN affiliates embrace Marketing Technology in 10 African countries; HiiL is a Social Justice Platform based in the Hague, Netherlands dedicated to justice by catalyzing individuals worldwide who use technology to help people access the legal infrastructure through data and evidence. Currently embedded with four startups in Kenya that HiiL has invested in.
- **2012 to date – Mentor and Co-Founder to several startups:** For the last 4 years I have mentored young tech entrepreneurs from different hubs and organisations like Demo Africa, Nailab and GrowthHub. In the process I have also co-founded several startups and continue to work with the management of these startups towards commercializing and growing the ventures.
- **2014 to date - Instructor & Content Creator - Marketing in a Digital World, International School of Advertising:**
Understanding the concept of Digital Marketing. Defines what Digital Marketing is, the tools available to execute digital marketing, key concepts, how digital is affecting the world of marketing and advertising and give you a glimpse of the future in relation to Marketing in general and Digital in particular. The course will also enable students to grasp the influence of digital to businesses and individuals and how it has empowered a new generation of businesses that have come to dominant our world.
- **1999 – ‘01/2005-‘08/2012-’15:** Among the first employees of 3mice interactive media limited, the pioneer digital agency in East Africa. Built the first web presence/digital strategies for most of the blue-chip NSE companies. Later on became CEO of 3mice.
- **2008-2010 - First CEO of Wunderman East Africa,** the global digital arm of WPP, the World’s leading Marketing Services Agency. Also served as GM for Y&R Brands PR Agency Brand.
- **2010 – 2011 - CEO of Spanimage** in its 2nd year, the Pioneer Digital Out of Home Network in East Africa with its ubiquitous Digital Advertising Screens in high traffic retail areas. Nakumatt being the flagship partner. Grew revenues in first year by 47%
- Various other positions in Marketing Services, ICT and Sales spanning 10+ years (If required happy to more details)

Board Experience

- **2019 – to date: Kenya ,** Oversight Board Member, Tourism Promotion Fund. A \$250 million Fund set up by the Government of Kenya to promote the countries tourism sector.
- **2018 – to date: ABNO Softwares International,** Advisory Board. a software development company based in Nairobi, Kenya. Advisory Board Member
- **2014 – to date: Longhorn Publishers,** the largest publishing house in East and Central Africa and an NSE quoted company. Main mandate is to drive the digital transformation of the business at board

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level.

- **2015 – to date: Alive & Kicking**, an African social enterprise that manufactures sports balls to provide balls for children, create jobs for adults and promote health education through sport with operations in 3 African countries and headquartered in London, UK.
- **2012 – to date: DEMO Africa** is the flagship initiative of the Liberating Innovation in Opportunity Nations in Africa (LIONS@frica) Partnership launched at the World Economic Forum in May 2012, and includes DEMO, Microsoft, InfoDEV, Nokia and US Department of State. The first ever Pan African technology launch pad.
- **2006-2012: As a Board Member of the Kenya National Information Network (KENIC)** manages and operates the .ke Country Top Level Domains on behalf of the Government of Kenya and the internet community I also served as the Chairman of its Finance Committee.
- **2008-2010: As the CEO of Wunderman**, Kenya (www.wunderman.com) also served on the Board of Y&R Brands, the parent company.

Key Professional highlights & Achievements

- Lobbying the Kenya Govt to ensure that ICT Policy, Regulatory issues and laws are equitable and representative of the people of Kenya.
- Member of the Kenya Government delegation to WCIT 12 (<https://www.itu.int/en/wcit-12/Pages/overview.aspx>)
- Deep understanding of how ICT can drive business growth and transformation. Familiar with ERPs, Digital Technologies and able to inform boards on core issues pertaining to business.
- Development and execution of digital strategy for the leading Educational Publishing House in East Africa.
- A deep knowledge of new media and its implications to business. This includes active engagement with ICT Policy makers within government.
- Member of the Kenya Delegation to The Conference on International Telecommunications Conference in Dubai, 2012.
- Expertise in development of Integrated Marketing Communication Plans and execution.
- An in depth understanding of the intersection of Marketing and Technology and the vendor ecosystem that is prevalent in this space.
- An Africa wide perspective of the business landscape.
- C-Level and Board experience in both for profit and not for profit operating in a number of African countries.
- Grew revenues at Spanimage (K) Ltd, the leading Digital Out of Home Network in East Africa by 50% in 2010.
- Re-built a Direct and Digital Agency, Wunderman Kenya, from ground up and pioneered digital marketing services in the Advertising industry in Kenya. Wunderman is part of the WPP Group, the largest marketing services group in the world in terms of top line revenue.
- As the CEO of Wunderman, Kenya (www.wunderman.com) successfully implemented the Balanced Scorecard, a management tool for translating strategy into action.
- As a Board Member of the Kenya National Information Network (KENIC manages and operates the .ke Country Top Level Domains on behalf of the Government of Kenya and the internet community), and the Chairman of its Finance Committee, I am part of a team that was instrumental in growing top line revenue and profitability by 31% and 116% respectively.
- As Strategy Head of a Digital Agency, 3mice interactive media assisted Kenya Airways to grow online revenues from a zero base to 2% of revenues in 2 years. By the time we handed over the site to KQ the site was doing \$150 million per year.
- While at 3mice, a digital agency in East Africa, developed a business plan for 3mice Mobile, the Mobile Value-Added Services division that attracted funding through an EU program to enhance local IT skills. This division served clients that included Coca-Cola, Kenya Airways and Kenya Tourism Board

Education

- eMBA – Copenhagen Business School in conjunction with Inoorero University
- BA, Business Studies – Kenyatta University

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- Certificate – Introduction to Global Hospitality Management, Cornell University

Other Professional Activities

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- Mentor @ GrowthAfrica, ilab & Demo Africa - incubators and business accelerators based in Nairobi since 2012.
 - Regular contributor and commentator on ICT Policy and Internet Governance in Kenya and International.
 - Regular attendance and Moderator at local, regional and International Internet Governance Conferences
 - Moderator at the Smarter Rwanda Days in 2014.
 - Speaker at various IT & Marketing Forums

References

On request.