

RAMON KARANJA GITAU

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PROFESSIONAL SUMMARY

Senior Business Development & Strategic Growth Leader with 9+ years of experience steering multi-million shilling revenue expansion, institutional partnerships, and go-to-market strategies across East Africa's financial services, insurance, and higher education sectors. Track record includes generating KES 1M+ monthly recurring partnership revenue, boosting client retention by 40%, and directing teams of 20+ professionals. Holds an MBA in Strategic Management and CIM Level 6 (Distinction). Deep expertise in enterprise CRM architecture, performance marketing, data-driven revenue modeling, and executive stakeholder negotiation.

CORE COMPETENCIES

Business Strategy:	Strategic Partnerships, B2B/B2C Sales, Wealth Management, Financial Planning, Market Research
Marketing & PR:	SEO/SEM, Lead Generation, Corporate Communications, Brand Management, Market Activation
Leadership & Ops:	Team Leadership (22+ staff), Agile Project Management, Budget Allocation, Stakeholder Engagement
Client Success:	Enterprise CRM Management, Needs Assessment, Client Retention, Data-Driven Negotiation

PROFESSIONAL EXPERIENCE

International Hotel and Tourism Institute (IHTI) May 2026 - Present
Business Development and Marketing Communications Manager | Nairobi, Kenya

- Delivered KES 1M+ in monthly recurring partnership revenue by structuring high-value B2B alliances with Tier-1 commercial banks, county governments, and luxury hospitality chains.
- Developed and monitor the 3-year Marketing & BD Strategic Plan with rigorous quarterly budget reviews and work-plan execution.
- Scaled regional student enrollment across East Africa via multi-channel digital acquisition funnels and UK/ICM accreditation agreements.
- Conducted corporate Training Needs Assessments for SMEs and hospitality businesses, converting findings into enterprise training revenue.

Safaricom Sacco Society Limited May 2024 - Nov 2024
Business Development and Marketing Communications Officer | Nairobi, Kenya

- Executed the 2024-2028 strategic plan, driving cross-selling and new-member acquisition toward 70,000-member growth target.
- Secured strategic corporate check-off MoUs with key employer groups, accelerating member acquisition and streamlining payroll deductions.
- Built multi-channel lead pipelines in Freshsales CRM, leveraging data analytics to improve lead quality and conversion.
- Optimized departmental marketing ROI through financial modeling and CPA tracking in Google Analytics and Meltwater.

UAP Old Mutual Kenya Jan 2021 - Dec 2023
Marketing and Business Development Officer | Nairobi, Kenya

- Improved client retention by 40% through structured relationship management of key clients, vendors, and community partners.
- Grew branch portfolio via targeted business development, consultative wealth management, and custom financial solutions.
- Delivered high-impact market activation events, product launches, and vendor fairs generating qualified leads.

Liberty Life Assurance Kenya

Jan 2017 - Dec 2019

Marketing and Business Development Officer | Nairobi, Kenya

- Led a high-performing regional team of 22+ sales specialists across Kenya, driving a 25% annual revenue increase.
- Boosted overall revenue generation by 30% through sales strategies penetrating untapped retail markets.
- Raised brand engagement by 20% and client acquisition by 15% through data-driven campaigns and competitor analysis.
- Assisted retail clients in comprehensive financial preparedness: education, medical, pensions, and wealth management.

Kenya Alliance Insurance

Jan 2020 - Dec 2020

Marketing and Business Development Specialist | Nairobi, Kenya

- Managed the full sales cycle from prospecting to close, consistently exceeding revenue and customer service targets.
- Generated new business through cold calling, high-level networking, and database prospecting, increasing referrals and repeat business.

Tourism Fund (Catering Levy)

Jan 2015 - Oct 2016

Business Development & Corporate Affairs Intern | Nairobi, Kenya

- Managed revenue collection and bank reconciliation using Pipedrive and online platforms, supporting internal audits.
- Directed SEO, SEM, and link-building strategies that improved search rankings and increased digital platform traffic.

EDUCATION**MBA, Strategic Management**

2020-2023 | GPA: 3.3

United States International University - Africa

CIM Level 6 (Chartered)

2016-2018 | Distinction

Strathmore University / Simon Page College

Certificate of Proficiency (Insurance)

2017-2018

College of Insurance, Nairobi

BSc Int'l Business Administration

2012-2016 | GPA: 3.0

United States International University - Africa

PROFESSIONAL CERTIFICATIONS (SELECTED)

Digital Marketing (Univ. of Maryland) | AI & Data Analytics for Business Leaders (Babson) | Data Analysis for Decision-Making (RIT) | Marketing Strategy (Babson) | Agile Project Management (Univ. of Maryland) | Retail & Omni-Channel Management (Tuck) | Cloud Solutions Architecture (AWS) | Corporate Finance (Columbia) | DevOps, Cloud & Agile (IBM)

TECHNICAL SKILLS

Enterprise CRM & Sales:	Freshsales, HubSpot, Salesforce, Zoho Bigin/CRM, Pipedrive, Zapier, Dynamic 365
Performance Marketing:	Meta Business Suite, Google Ads/Search Console, SEMrush, Ahrefs, Mailchimp, Klaviyo
Data Analytics & BI:	Power BI, SQL (PostgreSQL), Tableau, Google Analytics 4, Power Query, SPSS, Hotjar
Agile & Operations:	Jira, Asana, Monday.com, Trello, ERPNext, Xero, Financial Modeling (Excel)
AI & Automation:	Claude, Gemini, ChatGPT, NotebookLM, Synthesia, Midjourney, Cursor/Antigravity

LANGUAGES

English (Professional Working Fluency) | Swahili (Native / Professional Working Fluency)

EXECUTIVE REFERENCES**Fred Okeyo** - Principal/CEO, IHTIfred.okeyo@ihtl.net | +254 792 471 229**Annita Muthanje** - Head of BD, Safaricom Sacco Ltd.Amuthanje@safaricom.co.ke | +254 712 238 389**Dr. Ruth Mwai** - Head Registrar / MBA Supervisor, USIU-Africarmwai@usiu.ac.ke

Full credentials & interactive portfolio: ramongitau.uk | 40+ Financial Tools: ramongitau.uk/tools/