

# BEN KURIA MBURU

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## PROFESSIONAL SUMMARY

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Ben Kuria Mburu has 18 years of leadership experience in communications strategy development, campaign design, management, and execution.

Ben's client experience spans a dozen industries:

**Airline:** Kenya Airways.

**Automotive:** Nissan, Volkswagen.

**Alcoholic Beverages:** Diageo (Waragi, Project Heat).

**Dining:** Nando's, Innscor.

**Consumer Goods:** Nestle, Coca-Cola, Unilever, SC Johnson, BidCo.

**Construction:** Mabati Rolling Mills.

**Financial Services:** Barclays Africa, De La Rue, M-PESA.

**Government:** Kenya Electricity Generating Company.

**Not For Profit:** AED/C-Change.

**Telco:** Safaricom, Vodacom.

**Tobacco:** British American Tobacco, Philip Morris.

**Technology:** Netflix

Loeries Awards winner in 2021 for the Netflix Freemium "H-Town Gambit" campaign: (<https://www.archive.loeries.com/entry/104023>).

Stints as a wholesaler, farmer, events supplier, and transporter have deepened Bernard's understanding of how enterprises capture and retain value.

His compelling point of view has invited interviews by successful strategists:

Mark Pollard of Sweathead, NY. (<https://podcasts.apple.com/us/podcast/how-running-a-small-business-helps-in-account/id1370723809?i=1000539059945>)

Rose and Faris of School of Stolen Genius. (<https://www.schoolofstolengeni.us/all-content/expert-interview-kuria-mburu>)

## SKILLS

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- Critical Thinking
- Analysis and Prioritisation
- Teamwork and Collaboration
- Identifying Business Problems
- Brand and Creative Strategy
- Developing and Presenting Ideas
- Campaign Management
- Desktop and Qualitative Research
- Communications Planning
- Storytelling
- Microsoft Office and Keynote

## WORK HISTORY

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April 2020

**Lead Strategist**

to April 2023

**Tessera, Nairobi, Kenya**

- Led brand and creative strategy for Safaricom Plc.
- Designed and executed primary research through consumer and stakeholder interviews.
- Designed and led workshops with product owners and heads of business at Safaricom.
- Collaborated with multi-agency teams to develop and implement communication strategies.
- Notable achievement: two successful brand campaigns for Safaricom Plc that contributed to improvement in overall NPS for Safaricom since April 2020 (from 4th place to second place).

July 2017  
to April 2020

**Brand Strategist**

***Self-employed Freelance Consultant***

- Led and coordinated qualitative research and workshops.
- Authored communications plans for Safaricom, Coca-Cola South, East and West Africa, SC Johnson, Kosmos Energy, Kenya Airways, Royco, and Philip Morris International.
- Notable achievements:
  - + Collaborated with pan-African team to develop and execute promotional campaign for Coca Cola West Africa.
  - + Developed communications strategy for Philip Morris International Nigeria that led to successful launch of Chesterfield Menthols.
  - + Performed stakeholder interviews of business owners, heads of industry, and foreign government diplomats in Mauritania. These interviews revealed business and cultural insights that helped Kosmos secure extraction rights in Mauritania.

August 2015  
to July 2017

**Client Services Director**

***Corporate Talk Group, Nairobi, Kenya***

- Designed and executed corporate events and stakeholder engagements.
- Monitored program performance and outcomes for successful delivery of services.
- Led team of 6 account managers and writers with following results:
  - + Pitched and retained Kenya Electricity Generating Company.
  - + Participated in successful multi-agency Rights Issue campaign (94% subscription vs target of 80% subscription).
  - + Built team capacity in brief writing, accountability, and presenting ideas to clients.

January 2013  
to January 2015

**Regional Account Director**

***Ogilvy Africa, a WPP company, Nairobi, Kenya***

- Led team of 3 account managers on key accounts: Barclays Bank Kenya Limited, Barclays Africa Group Limited, and Nestle Equatorial Africa.
- Uncovered and resolved problems with clients to grow and maintain relationships.
- Developed communication strategies for British American Tobacco, WWF Kenya, Coca-Cola, and Nestle Equatorial Africa.
- Generated US\$300,000 in new revenue.
- Achieved honours for Barclays in 2014: Marketing Society of Kenya's Best Promotion Award, Asian Banker's Best Deposit Product for Zidisha Bonus Savings Account, and Asian Banker's Best Retail Bank in Kenya Award.

2011 to 2013

Head of Client Services at JWT Tanzania, a WPP company – Dar Es Salaam, Tanzania

2009 to 2011

Account Director at Red Sky, a WPP company – Nairobi, Kenya

2008

Senior Account Manager at Access Leo Burnett, A Publicis Groupe Company – Nairobi, Kenya

## EDUCATION

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2014

Bachelor of Commerce: Marketing major at Catholic University of Eastern Africa, Kenya.

2022 - 2023

Creative Strategy at Miami Ad School Toronto, Ontario, Canada