

# Caroline Ngiure

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## Profile

Highly skilled organization and marketing professional with extensive experience in strategic communications, project management, and stakeholder engagement. Proven track record of working with Indigenous communities and successfully negotiating and implementing socio-economic initiatives. Excellent communicator with a keen ability to facilitate cross-functional teams and maintain successful working relationships in diverse settings. Experience

## Experience

### **BELATZ SOLUTIONS LTD, KENYA (JANUARY 2020 TO DATE)**

#### **Director**

- Led project management efforts for office automation services in the medical supply and clinic sector.
- Developed and implemented standard operating procedures to enhance operational efficiency.
- Successfully negotiated contracts for the import and export marketing of medical/laboratory equipment, hospital furniture, and supporting supplies.
- Provided business development and marketing consultation services to manufacturers and distributors.
- Facilitated contact matching between manufacturers and local distributors.
- Advised on licensing, pharmaceutical drugs, and medical equipment/supplies regulatory and testing matters.
- Consulted on tender preparation, pricing strategies, and provided training support.
- Implemented effective stock management and inventory control systems.

### **PHOENIX HEALTH SOLUTIONS LTD, KENYA (JUNE 2014 TO JANUARY 2020)**

#### **Operations Manager**

- Managed project management activities, including identifying and negotiating supplier contracts for importation and export.
- Developed client proposals and presented at stakeholder meetings.
- Forecasted future trends and devised strategies to optimize benefits.
- Collaborated with sales executives to align company goals with tactical approaches.
- Motivated team members and junior staff to achieve exceptional performance.
- Ensured compliance with licensing and registrations (pharmaceutical drugs and medical equipment) and relevant authorities' requirements.
- Gathered customer feedback and collaborated with product development teams to implement improvements.
- Proposed marketing strategy ideas to optimize customer targeting and approach.
- Prepared standard operating procedures for all departments and supported reporting processes.

## **FOOTPRINTS FOR CHANGE, KENYA (APRIL 2016 TO MAY 2019)**

### **Director of Fund Development**

- Directed major gift solicitations, value-added partnerships, and managed fundraising events.
- Expanded the support base by more than 30% through effective cultivation strategies.
- Organized and executed impactful events, including medical camps, mentorship programs, yard sales, peace tournaments, and sponsor gala dinners.
- Initiated business development strategies and technology vehicles for corporate partnerships and volunteer incentives.
- Produced compelling multimedia presentations to promote corporate sponsorship and volunteerism.
- Collaborated closely with board members and sponsors throughout strategic and tactical planning and event execution.
- Implemented various solicitation programs, including direct mail, e-commerce, phone, and personal approaches.
- Developed proposals for sponsorships, in-kind gifts, financial donations, and volunteers.
- Facilitated financial management and self-sustenance forums for youth empowerment.

## **SIMBA PHARMACEUTICALS LTD, KENYA (FEBRUARY 2010 – MAY 2014)**

### **Tender, Regulatory and Institutions Manager**

- Ensured compliance with regulatory procedures and provided guidance to staff.
- Participated in PR/Corporate programs, events, and symposiums.
- Oversaw quality and quantity control of pharmaceutical drugs and manufacturing sites, ensuring regular inspection and approval.
- Registered and profiled pharmaceutical drugs in accordance with Pharmacy & Poisons Board regulations.
- Negotiated prices with manufacturers based on market studies.
- Implemented effective import procedures for quality medicine importation.
- Actively participated in meetings and forums related to mainstreaming EC in Kenya.
- Developed and implemented SOPs across all departments.
- Provided regular performance reports and appraisals.
- Expanded the market by participating in tenders and managing the tender process.
- Implemented stock control measures and generated sales reports for analysis.

## **HARLEYS LIMITED, KENYA (MAY 2009 TO JANUARY 2010)**

### **Assistant- Tenders and NGO's**

- Actively participated in tenders to expand the organization's market reach.
- Processed orders from NGOs and organizations in Eastern and Central Africa.
- Monitored tender performance and created sales reports for analysis.
- Handled filing and documentation of tenders.

## **STANDARD CHARTERED BANK- KENYA (JANUARY 2009 TO APRIL 2009)**

### **Internship – Sales and Marketing**

- Promoted and marketed various bank products, acquiring new customers and increasing market share.
- Managed loan calculations and ensured timely payments.

- Conducted market analysis and prepared sales volume reports.
- Ensured client satisfaction through effective communication and liaison with staff and customers.

## Education

- **ADVANCED DIPLOMA IN PUBLIC RELATIONS & PERSONNEL ADMINISTRATION, NAIROBI INSTITUTE OF BUSINESS STUDIES**
- **OFFICE COMPUTER PACKAGES CERTIFICATION, P.C.E.A MWIKI EDUCATIONAL CENTRE**

## Career Development

- Intex Customer Service Ltd - Excellent Business Telephone Skills (EBTS)
- Hekima Institute of Peace Studies and International Relations - Human Rights and Governance
- Next After Institute - Year-End Fundraising for Online Fundraisers
- Edapp – Hazard Communication (For Healthcare)
- Edapp - OSHA First Aid Training
- Next After Institute - How to Grow Digital Fundraising Program
- Disaster Ready – Project Management Essentials Certificate

## Volunteer Experience

### **FUND DEVELOPMENT CHAIR AT VIRTUES PROJECT INTERNATIONAL, CALGARY, CA (MARCH 2022 TO DATE)**

- Developed and executed a comprehensive fund development strategy that encompassed crowdfunding, individual donations, and royalties to support the organization's initiatives.
- Established policies and procedures and ensured their successful implementation to streamline fundraising efforts.
- Provided oversight and guidance to the Fund Raiser manager to achieve fundraising targets.
- Cultivated strong relationships with donors to foster long-term support for the organization's mission.
- Identified and engaged prospective donors to expand the organization's donor base.
- Successfully planned and executed fundraising campaigns to raise funds for the organization's projects and programs.

### **WALKING AUTISM/KIPEPEO THERAPIES/SPECIAL EDUCATION PROGRAMS (AUGUST 2014 TO DATE)**

- Volunteered with Nanyuki pantomime to raise funds for HIV/AIDS orphans, directing the proceeds towards their education, medication, nutrition, and HIV/AIDS awareness and education programs with access to facilities.
- Actively contributed to stage management and prompter roles during the pantomime events.
- Played a key role in content development and analysis for social media and the website during events, enhancing community engagement.
- Developed First Aid strategies to ensure safety during events and activities.

## **ST. JOHN AMBULANCE AND THE HOPKINS HOSPITAL, BUNGOMA (DECEMBER 2006 TO DATE)**

- Volunteered with St. John Ambulance to provide First Aid training to children in schools, promoting community safety and health awareness.
- Organized, coordinated, and fundraised for free medical camps in remote areas of Kenya, focusing on areas with limited access to healthcare.
- Provided crucial administrative support during the planning and execution of medical camps to ensure smooth operations.
- Assisted with triage and patient registration during medical camps, optimizing patient care and experience.
- Conducted initial interviews with patients to collect medical history and fill out necessary patient forms for medical records.
- Served as a translator to facilitate communication between healthcare providers and patients, ensuring effective healthcare delivery.
- Electronically filed patient medical records and shared them with relevant local clinics for follow-up care.
- Maintained records of medical inventory and produced reports for informed decision-making and discussion.
- Implemented approved recommendations from past medical camps to improve future camp experiences and outcomes.

Volunteer Experience:

## **CORPORATE SOCIAL RESPONSIBILITY (CSR) EVENT ORGANIZER AND FACILITATOR (JANUARY 2010 TO DATE)**

- Spearheaded and managed corporate social responsibility events focused on providing free medical and community engagement services to communities where our company operates.
- Organized and coordinated CSR events to ensure efficient execution and maximum community impact.
- Facilitated community engagement activities during the events, actively seeking community opinions and needs regarding the delivery of goods and services.
- Collaborated with various stakeholders, including local authorities, healthcare professionals, and community leaders, to ensure the events addressed the specific needs of the communities.
- Oversaw logistics and resource allocation to ensure the smooth functioning of medical and community engagement services.
- Conducted post-event evaluations to assess the impact of CSR initiatives on the community and identify areas for improvement in future events.
- Fostered strong relationships with community members to build trust and understanding between the company and the communities it serves.
- Worked closely with cross-functional teams to integrate community feedback into the company's strategies for the delivery of goods and services.

## **Skills & Abilities**

- Project Management
- Strategic Communication
- Negotiation and Contract Management
- Stakeholder Engagement
- Cross-functional Team Facilitation
- Compliance and Regulatory Knowledge
- Relationship Building with Indigenous Communities
- Market Research and Forecasting
- Analytical Problem-Solving
- MS Office Suite and Document Management Tools