

CURRICULUM VITAE

PERSONAL DETAILS

NAME: David Waweru

SEX: Male

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MARITAL STATUS: Married, 2 children

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KEY GOAL

To help people and organizations attain higher levels of performance and productivity.

ACADEMIC QUALIFICATIONS

2012 – 2013 MBA (Business), Distinction: Curtin Graduate School of Business
Curtin University, Perth, Australia

2011 Graduate Certificate of Business, Distinction, Curtin Graduate School of Business
Curtin University, Perth, Australia

1986 – 1988 Undergraduate studies, BSc., Statistics, University of Nairobi

1983 – 1984 'A' Levels, Muhoho High School

1979 – 1982 'O' Levels, Dagoretti High School

PROFESSIONAL DEVELOPMENT

2018	Certified Trainer, Personality Style at Work	–	HRDQ®, USA
2017	Certified Trainer, Personify Leadership™	–	Personify Leadership™, USA
2016	Corporate Governance, State Corporations	–	State Advisory Advisory Committee (SCAC)
2014	Corporate Governance	–	Institute of Directors (K)
2013	MBA Summer Program, Certificate	–	European Business School, Germany
2013	Public Speaking, Certificate	–	Bill Gove Speech Workshop, USA
2008	Publishing Leadership, Certificate	–	ICPI* / David C. Cook, Hong Kong
2007	Advanced Leadership, Certificate	–	Haggai Institute, Singapore
2006	Financial Management, Certificate	–	ICPI / David C. Cook, USA
2005	Performance Coach, Attendance	–	MAP4LIFE Institute, South Africa
2004	Strategic Thinking & Planning, Attendance	–	David C. Cook, USA
2004	Training of Trainers, Attendance	–	Media Associates International, Austria
2003	Strategic Leadership, Certificate	–	ICPI / David C. Cook, USA
2001	Sales, Marketing & Distribution, Certificate	–	ICPI / David C. Cook, USA
1999	Leading Publishing Organizations, Certificate	–	ICPI / David C. Cook, USA
1994	Public Relations & Fundraising, Certificate	–	Daystar University College, Nairobi
1993	Print Production, Certificate	–	Daystar University College, Nairobi

WORK EXPERIENCE

- 2018 – Current **Chief Learning Officer**, Will to Win Global
Principal Responsibility: Working with business leaders and managers to identify training needs within their organisations; Designing solutions that include a blended approach to learning; Delivering solutions and training.
- 2001 – 2017 **Publisher & CEO**, WordAlive Publishers Limited
Principal Responsibility: Providing direction and leadership toward the achievement of the company's philosophy, vision, mission; providing strategic oversight, working with team members to ensure effective operations, quality publications, customer satisfaction and financial performance; developing and implementing the company's short- and long-term strategic goals and objectives; staff training.
- 1999 – 2005 **Founder & Managing Director**, Impact Media Limited
Principal Responsibility: Business development, overall team leadership, aligning plans and strategies with the organization's goals and priorities in the context of industry trends; and overseeing all business operations – product development, production, finance, marketing, sales and distribution.
- 1995 – 1999 **Publishing Manager**, International Bible Society – Africa
Principal Responsibility: Overall leadership of the IBS publishing division and overseeing development of all publishing projects in Africa; product design & development, author commissioning and liaison, editing, production, international book trade, royalty management.
- 1991 – 1995 **Science Editor**, University of Nairobi Press
Duties included: Author liaison, manuscript acquisition and development, editing and proofreading, printing supervision, marketing.

TRAINER: 2004 – 2016 SELECTED CONSULTANCIES

I have trained senior staff in several organizations in various aspects of publishing, business development and strategy. Below are some selected training and consultancy assignments undertaken:

- 2018 **Association for the Development of Education in Africa (ADEA) / African Development Bank**
Capacity building for senior managers in Africa through the ADEA / Global Book Alliance program on the revitalization of the publishing industry in Africa. Trainings conducted in Abidjan, Cote d'Ivoire and Accra, Ghana.
- 2018 **Sarova Hotels & Resorts Kenya**
Training of senior managers on Emotional Intelligence
- 2018 **County Government of Kisumu**
Team Building for Kisumu County Cabinet during the Induction of the County Executives
- 2017 **Save the Children, Rwanda Country Office**
Business Development in Publishing, USAID-funded project to strengthen Rwandan publishers' capacity in business management, risk management, communications, and marketing
- 2017 **County Government of Kisumu**
Management By Objectives training for senior executives at the Office of the Governor
- 2016 **Department for International Development (DFID) Kenya**
Training of SAIC on "Personal Excellence & Life/Work Balance"
- 2016 **AECOM International Development Europe**
Short-term consultancy on "PFM Reform and Change Management: Strategies for Success" for Regional and Local Governments in Tanzania
- 2015 **Royal Associates Insurance Brokers Limited**
Two-Day of senior managers on "Customer Service"
- 2015 **Littworld, Media Associates International**
Workshops on Strategic Marketing for Book Publishers, Singapore

- 2012 **Centre for Entrepreneurship, Curtin Business School, Perth, Australia**
MBA Facilitator during the Curtin Growth Ignition Program – working with teams of entrepreneurs, mentors and other MBA facilitators to help entrepreneurs turn their ideas into viable businesses; turn business innovation into reality; and how to commercialize new ideas, bringing them to market
- 2009 **LittWorld** (organized by Media Associates International, USA)
“From Idea to Product” training for authors, editors, marketers and publishers, Limuru, Kenya
- 2009 **ACTS, Jos, Nigeria**
1. Three (3) day training of managers and departmental heads on strategic thinking and planning skills
2. One (1) day training of staff in sales, marketing, financial planning & role of strategy in the workplace
- 2008 **Keswick Books & Gifts Limited**
1. Training of business unit leaders on strategic thinking and planning skills (over a period of 3 months)
2. One (1) day training on Customer Focused Organization
- 2008 **Ask-A-Doc Limited**
Training of the co-founders and Directors of Ask-A-Doc in strategic planning skills and consulting in the development of their business plan
- 2008 **International Christian Publishing institute, USA** (training held in Hong Kong)
Facilitation for “Strategic Doing for Leaders” for Institute held in Hong Kong, business owners and senior managers

RESPONSIBILITIES HELD

- 2018 – Current Director, Industrialisation and Enterprise Development Sector Board, Kenya Private Sector Alliance
- 2018 Member, Technical Advisory Group, USAID/Global Book Alliance
- 2016 – Current Chair, Business Development and Communications Committee, KECOBO
- 2015 – Current Director, Kenya Copyright Board (KECOBO)
- 2015– Current Board Member, Royal Associates Insurance Brokers Limited
- 2015 – 2017 Chair, Kenya Publishers Association
- 2015 – 2017 Director, Education Sector Board, Kenya Private Sector Alliance
- 2015 – 2017 Member, National Steering Committee, Primary Education Development (PRIEDE) Project, Ministry of Education
- 2011 – 2014 Treasurer, Kenya Publishers Association
- 2011 – 2015 Chair, Nairobi International Book Fair
- 2013 – 2016 Trustee, Kenya Youth Futures Program
- 2009 – 2013 Board Member, Central Business School
- 1994 – 2007 Deacon, Missions Board Chair, Church Council Chair, Men’s Ministry Leader, Ridgeways Baptist Church
- 2003 – 2006 Board Chair, The Bible League
- 2004 – 2007 Board Member, Food for the Hungry International (FHI) Kenya
- 1993 – 1996 Member, Kenya Adult Education Editorial Board
- 1993 – 1996 Member, Africa Association of Literacy and Adult Education Editorial Board
- 1988 President, Inter-Varsity Cooperation of Christian Students in East Africa
- 188 – 1997 Chair, Main Campus Christian Union, UoN
- 1983 – 1984 Deputy School Captain, Muhoho High School

HOBBIES

Reading, writing, travel & discovery, hiking

INTERESTS

Personal development, training, coaching, mentoring

PUBLICATIONS

Books

- Waweru, D. (2013). *Champion: Achieving with Excellence*. Nairobi: WordAlive Publishers.
- Eighteen (18) titles for lower grade readers under the Safari Adventure Series: WordAlive Publishers

Journal Articles (Research)

- Nguni, S.W. & Waweru, D. (2016). Change Management: A Golf Club's Struggle with Assimilation of Members Who "Don't Conform". *Advances in Social Sciences Research Journal*, 3(11) 50-67.

Magazine Articles

- Waweru, D. "Publishing in Africa: A Case for Self-Sufficiency." *InterLit Magazine* April 2000: 22. Print.
- Waweru, D. "The Challenges of Bible Publishing in Africa." *InterLit Magazine* December 2000: 6-7. Print.

Newspaper & Blog Articles

- Contributor (on business, entrepreneurship, education, leadership issues) – *The Daily Nation*
 - <https://www.nation.co.ke/oped/Opinion/-It-is-time-to-elect-bees-and-forget-locusts/-/440808/3116842/-/xcupw3/-/index.html>
 - <http://www.nation.co.ke/oped/opinion/Taxing-books-is-a-threat-to-Kenyas-future-/440808-3043490-dxkeip/index.html>
 - <http://www.nation.co.ke/oped/opinion/Scrap-VAT-on-books-boost-literacy/440808-3911232-yo5eetz/index.html>
 - <http://www.nation.co.ke/oped/opinion/vision-2030-will-just-be-a-dream-if-children-not-get-knowledge/440808-3346866-h2hwg1z/index.html>
 - <http://www.nation.co.ke/oped/opinion/Content-is-vital-for-education-reform/440808-3170260-11edh1dz/index.html>
 - <http://www.nation.co.ke/oped/Opinion/david-waweru-curriculum-needs-proper-implementation/440808-3964098-rph3hr/index.html>
 - <http://www.nation.co.ke/oped/opinion/Entrepreneurial-culture-creates-jobs/440808-3207420-jyls5d/index.html>
 - <http://www.nation.co.ke/oped/opinion/Entrepreneurs-have-the-potential-to-transform-lives/440808-3089940-3debui/index.html>
 - <https://www.nation.co.ke/oped/opinion/-Let-s-master-English-and-tell-our-story/440808-3242322-jfrft/index.html>
 - <https://www.nation.co.ke/oped/opinion/It-s-time-to-unleash-our-potential/440808-3144778-r78aq9z/index.html>
 - <https://www.nation.co.ke/oped/opinion/tap-goodwill-behind-visits-and-meetings/440808-3317020-9j8h42/index.html>
- Blog on Personal Development – <http://www.davidwaweru.com>