

# KENNEDY KINYUA

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## Project Manager | Program Manager (PMO)

Product & Project Manager skilled in Agile delivery of customer-centric digital products with 8 years of experience guiding concurrent cross-platform iGaming (*Cwinz & Betbeto*) & fintech (*Exprizo & Quiqone*) and platform environments across Africa, MENA, & Europe. Expert in launching MVPs, leading product discovery and delivery in Agile teams, and translating customer needs into scalable digital solutions. My focus is on creating lean product roadmaps, validating user problems, and aligning solutions to business goals.

## SKILLS & TECH STACK

- Retention & Engagement Strategy
- Roadmapping & Backlog Grooming
- Curriculum & Content Design
- Budgeting & Financial Reporting
- Product Lifecycle Management
- MVP Planning & Delivery
- Wireframing (Visio, Mural, Figma)
- Community Outreach & Safeguarding
- Collaboration (Zendesk, Monday.com)
- Acceptance Criteria / User Stories
- Risk Escalation Matrix
- Reporting & Documentation
- Project Management (Scrum, Kanban)
- Cloud (Azure, Aviatrix, OCI)
- Integrations (Zapier, HubSpot)
- Fundraising & Grantmaking Skills
- Remote Cross-Regional Facilitation
- Agile | Scrum | Kanban
- Stakeholder & Relationship Management
- Program Increment (PI) Planning
- Data Analysis & Lifecycle Strategy (SQL, Tableau)
- Curriculum Design & Gender Equity Integration
- African Education Ecosystem & Market Expertise
- Reporting (Google Analytics, Hubspot)
- Project Management Tools (Jira, Slack, Asana)
- Productivity (Microsoft Office & Google Suite)
- Resource Planning & Scope/Risk Control

## EXECUTIVE EXPERIENCE

**Partnerships & Program Manager, Global** **April 2024 - Current**  
*Umuzi—African Coding Network, South Africa*

Led and delivered popular and political education programs focused on systemic inequalities, resulting in a 60% increase in community engagement and 500 new participants in marginalized African countries. Successfully managed customer success and account management initiatives, improving partner retention and satisfaction.

- Engineered program development and implementation of a 12-week digital literacy fellowship, co-creating gender-responsive modules with alumni, and incorporating curriculum development best practices. Facilitated workshops and teacher training sessions, empowering 2000+ underserved learners and informing a 'Girls' Education' curriculum toolkit.
- Supported preparing and analyzing budget proposals for participatory grantmaking, interpreting donor guidelines, reviewing submissions for completeness and justification of planned activities, proposing adjustments, and preparing budget revision reports—achieving a 20% reduction in overhead costs and ensuring availability of funds for program delivery.
- Monitored and evaluated projects, implementing technical guidelines by analyzing financial and performance data, conducting periodic status reviews, identifying deviations, and initiating follow-up actions, resulting in a 30% improvement in effectiveness and stakeholder accountability.
- I was responsible for prospecting and implementing account plans for strategic account growth, which led to the signing of 9 high-value partnership deals (MOUs) with government ministries, NGOs, and bilateral agencies throughout Africa. These partnerships drove 99% compliance and a 25% increase in partner satisfaction.
- Used data-driven metrics to shape program and product iterations based on user feedback loops, implementing standardized onboarding processes that increased partner satisfaction by 25% and enhanced operational predictability.
- Utilized data-driven analysis (SQL, Tableau) to shape partnership lifecycle strategies, resulting in a 30% improvement in program effectiveness and informed quarterly roadmap adjustments shared with cross-functional teams (Sales, Product, Marketing).
- Collaborated with product and curriculum design teams to co-develop digital learning tools based on user research, leveraging insights to optimize retention, increasing partner engagement by 30%.

**Head of Alternative Learning Pathways,** **March 2022 – March 2024**  
*Umuzi—African Coding Network, South Africa*

Developed and implemented a comprehensive project management plan, outlining project activities, staff roles, responsibilities, milestones, and stakeholder involvement, ensuring alignment with donor requirements and budget allocations.

- Scaled and facilitated blended in-person and online learning experiences using Agile methodologies, embedding intersectional gender equity practices, and implementing a robust coaching and mentoring framework. Leveraged pedagogical strategies to achieve 30% higher completion rates among female learners.
- Provided operational advice, mapped, reviewed, and enforced MSAs and SOWs, along with NDA agreements and MOUs with external partners. This ensured 100% legal compliance with legal and regulatory standards, contributing to operational excellence across all partnerships.
- Led cross-functional collaborations, leveraging program management best practices and CRM tools, to implement initiatives benefiting 3,000+ underserved learners annually through innovative digital pathways. This involved significant grassroots and community organizing efforts to ensure program reach and impact.
- Diversified and optimized digital transformation strategies, personalized student experiences, and increased freemium online scholarship completion rates by 30% within nine months, resulting in improved program optimization.
- Mapped and managed monthly work plans, monitored activity progress, and followed up on planned and pending activities, escalating off-track activities for management attention.
- Regularly monitored key metrics related to customer engagement and satisfaction by conducting data analysis of market research to inform product-market fit strategies, addressing the needs of vulnerable populations, and increasing program effectiveness by 20%.
- Instituted annual training plans and roadmap management, incorporating curriculum design best practices and training materials development, aligning with business objectives, and optimizing resource allocation for capacity development. This improved the engagement of marginalized youth across Africa by 30%.
- Worked closely with Finance & Legal to create comprehensive budget justifications and variance analyses for external stakeholders, providing them with transparent cost breakdowns that enhanced their trust and credibility.

Managed a portfolio of enterprise clients, ensuring strong relationships, ongoing product adoption, and long-term satisfaction. This involved collaborating with community stakeholders to ensure the app met their needs and reflected their priorities, resulting in a 35% reduction in launch cycle time.

- Spearheaded customer onboarding for app launches, coordinating cross-team migration tasks (engineering, QA, and marketing) and providing hands-on training to 50+ client-facing representatives, resulting in a 95% adoption rate post-launch.
- Drove 95 % app adoption within 6 months by orchestrating phased incentives, on-device education, and agency-assisted onboarding; reached 120k MAU and USD 14 m monthly TPV
- Resolved priority support tickets (login issues, feature misconfiguration) by collaborating with QA and support teams through Zendesk—maintaining a 4.9/5 CSAT rating and clearing 90% of tickets within the first 24 hours.
- Pinpointed usability issues in legacy programs using heuristic evaluations and user interviews, which informed design improvements and automation strategies, resulting in service improvements that lifted customer satisfaction scores from 75% to 92%.
- Led cross-platform web game releases for Betbeto & Cwinz (HTML5 + native), reaching 1M MAU.
- Owned backlog grooming and feature prioritization using Jira and Confluence, ensuring clear user stories and acceptance criteria for dev teams.
- Led cross-functional squads (engineering, QA, design, marketing) across multiple time zones, achieving a 95% delivery success rate.
- Partnered with design to create low-fidelity wireframes and participated in usability testing sessions to improve UX.

Spearheaded the end-to-end process of application testing for a cloud-based project, ensuring timely and efficient deployment to the Google Play Store and Apple App Store, resulting in a 35% reduction in deployment time.

- Led integration of accessibility features into applications, ensuring inclusion and enhancing user trust, resulting in a 20% increase in positive feedback from diverse user groups.
- Revitalized testing protocols, elevating customer satisfaction scores from 65% to 92% in under six months.
- Reduced bug rate by 35% by identifying critical issues early in the development cycle and improving overall software quality and reliability.
- Enhanced testing efficiency by 60% through developing and standardizing a comprehensive suite of test cases & modernizing the testing process.
- Managed and maintained project documentation and communication using SharePoint, ensuring seamless information sharing and collaboration across teams.
- Coordinated escalations for high-severity issues via Slack and Zendesk, ensuring that client-facing account managers were promptly informed of resolution timelines, boosting stakeholder trust.
- Guided User Acceptance Testing for software releases, ensuring alignment with business requirements and stakeholder expectations.

Administered end-to-end solution implementation for 12+ annual training initiatives, achieving 95% client satisfaction and a 20% increase in training efficiency through optimized strategies.

- Orchestrated training programs across 40 locations, optimizing operational efficiency and elevating key performance indicators by 25%.
- Spearheaded strategies to engage diverse communities, expanding the reach of support services through stakeholder collaboration.
- Coached over 50 shop attendants remotely on customer reconciliation, redesigning the account management tracker to improve efficiency and performance management by 20% within six months. This involved adapting training materials to meet the specific needs of diverse learners.
- Facilitated interactive group exercises to enhance knowledge retention and practical application of training materials, resulting in a 15% increase in participant engagement.
- Conducted pre-training skills audits for new hires, ensuring alignment with training program objectives and identifying skill gaps.
- Reduced merchant onboarding time by 40%, enabling partners to process an additional 200K in sales within the first quarter.

Managed the complete customer onboarding process for 12+ annual training programs, ensuring 95% client satisfaction and a 20% increase in training efficiency through optimized strategies and proactive communication.

- Pioneered scalable training delivery for SaaS platforms in high-growth markets.
- Led the design and rollout of 10+ e-learning modules and hybrid training programs, expanding training reach by 40% and reducing costs by 25% by providing technical support and guidance to implementers via video conferencing, the Community Forums, and other channels.
- Monitored training effectiveness through post-training assessments and feedback, driving a 15% improvement in knowledge retention and a 10% increase in employee performance scores.
- Directed quarterly quality assurance audits of training content and delivery, achieving 100% alignment with internal standards and minimizing training inconsistencies by standardizing 50+ training documents, ensuring 100% compliance with regulatory requirements.
- Designed hybrid training modules and QA processes, raising knowledge retention by 15% and ensuring full regulatory compliance.

**EDUCATION**

- Bachelor's in Artificial Intelligence—IU International University of Applied Sciences
- Diploma in Electrical & Electronics Engineering—Technical University of Kenya
- Samsung Graduate Program—Samsung Engineering Academy

**CERTIFICATES**

- Product-Led Growth Micro-Certification
- Product Strategy Micro-Certification
- Oracle Cloud Infrastructure 2025 Certified AI Foundations Associate
- Oracle Cloud Infrastructure 2025 Certified Foundations Associate
- Aviatrix Multi-Cloud Network Associate