



Eunice M. Kariuki
Marketing Director
Kenya ICT Board

Eunice Kariuki doubles up as the Marketing Director and deputy CEO for Kenya ICT Board, a position she has held for 4 years today. In this role, Eunice participates in strategy formulation, Marketing to position Kenya as BPO/ITeS investment destination and Promoting development of ICT products and use of ICT to improve livelihoods.

Notable achievements in this role include supporting local Pioneer BPO and contact centers in their industry's formative stages, developing BPO/ITES strategy with assistance of Mckinsey consulting, investor facilitation, negotiation and signing of strategic partnerships including one with NASSCOM, and implementation of marketing communications programs that have significantly raised Kenya's profile as an ICT Player globally. In the more recent past Eunice also contributed towards research for a master plan for new technology city soon to be developed in Kenya, supports World Bank funded projects and leads Rockefeller funded projects for the board.

Prior to joining the ICT Board, Eunice worked for Microsoft East Africa having joined them on November 15th as a Public Sector Account Manager including education covering East Africa and later rising to be the Education Account manager covering Eastern and Southern Africa. Before Microsoft, Eunice was the Managing Director of Records & Archives Management Systems (RAMS) Ltd; local companies that she helped establish and develop into a market leader in records management in a little over 6 years.

Eunice holds an MBA (Strategic Management) from Maastricht School of Management/ESAMI, a Bachelor of Science degree in Business Studies from Manchester Metropolitan University in UK, a Higher National Diploma in Business Information Technology also from the UK, and the Chartered Institute (CIM)of Marketing Diploma. She has been a full member of the CIM since 1998.