



DISCIPLINE: Strategic Management, Strategic Marketing, Strategic Branding, Strategic Human Resource Management, Strategic Leadership, Corporate Governance and Customer Service Specializations/ Areas:Strategic Management.

EDUCATION

Doctor of Philosophy in Business Administration(Strategic Management),Kabarak University

Master's in Business Administration(Strategic Management),United States International University

Bachelor of Commerce, First Class Honors(Marketing),University of Nairobi

CORE COMPETENCES

Dr Mugo is a result oriented, hands on professional and consultant with successful record of accomplishments in various sectors in Kenya. She has held various management positions in the private sector and in a public university and is hence knowledgeable and experienced both in theory and practice in the areas of Leadership,Management,Marketing, Staff coaching and

Mentoring, Strategic Planning and Implementation. She has strong leadership skills, is self-motivated and a strong team player. Her areas of training, consultancy and research include: Strategic Management, Strategic Planning, Strategic Marketing, Branding, Human Resource Management, Leadership, Corporate Governance, and Customer Care.

She is a tested business administration Lecturer in major universities in Kenya since year 2007. Prior to joining academia; she worked in 748 Air services as Marketing Manager, Kenyaweb.Com Ltd as Sales & Marketing Manager, SC Johnson as Brand Manager and Gap Promotions as Company Operations Manager. She has published several articles in refereed journals on Determinants of Quality, Succession Planning and Family Businesses, Corporate Growth Strategies and Culture and Management Succession. She has also conducted research in Management Succession and Growth Strategies, Strategic Branding and Tourism. She is also a consultant in Strategic Management, Marketing, Branding, Leadership, Customer Care and Human Resource Management. She has in the past undertaken assignments in the above areas for Wote Group, Kenya Institute of Management Norken, Frigoglass East Africa Ltd, Faulu Kenya, Bio Deal Laboratories, Githunguri Dairy and Marketing Society of Kenya. She recently attended a course on Leadership entitled “ Being a Leader And the Effective Exercise of Leadership: An Ontological/Phenomenological Model” where more than 10 countries were represented.

Dr Mugo is an excellent communicator with strong report writing and presentation skills.

CAREER SUMMARY:

- Ag. Dean, Faculty of Business and Law, Multimedia University of Kenya

- Chair, Department of Marketing and Management, Faculty of Business and Law, Multimedia University of Kenya

- Lecturer Multimedia University of Kenya

- Part-time Lecturer at Edith Cowan University (Australian Studies Institute-Kenya); Kenyatta University; Catholic University; Kenya Methodist University and Machakos University College.

- Sales & Marketing Manager 748 Air services: Developing and implementing overall strategic

and marketing plan for the company

- Sales&Marketing Manager Kenyawe: Head of Sales, Marketing and Customer service.
- Brand Manager Sc.Johnson: Preparation and execution of brand plans, promotions and merchandising
- Company Operations Manager Gap Promotions: Coordinating and running all company operations
- Promotions Manager Gap Promotions: Marketing company services and writing proposals for clients
- Promotions Executive Gap Promotions: Writing client proposals
- Management Trainee: Supervising promotion and merchandising girls