



## STEPHEN OSOMBA

Marketing & Research Specialist

### SMD CONSULTING ASSOCIATES

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## PROFESSIONAL PROFILE

Stephen is a highly skilled and passionate Communication, Marketing, and Research Consultant based in Nairobi, Kenya. With over ten years of experience, he has developed a reputation as a reliable expert known for his strong organizational and management abilities, innovative strategies, and exceptional analytical skills. These competencies have enabled him to elevate businesses across various sectors.

His professional background is diverse, having worked with both commercial and non-profit organizations as a resident specialist and contracted consultant in marketing and research. Stephen's expertise encompasses the entire spectrum of marketing management—from strategy formulation and planning to execution. His work has led to the development of award-winning marketing campaigns that have significantly impacted his clients' visibility and engagement.

Stephen holds a Bachelor of Science in Communication & Public Relations from Moi University, a Post Graduate Diploma in Marketing Management from the Kenya Institute of Management, and a Master of Science in Marketing from the University of Nairobi.

Currently, he serves as the Lead for Marketing & Research at SMD Consulting Associates, where he specializes in delivering tailored marketing management solutions for SME clients. He aligns these solutions with each company's mission, products, strategies, and industry dynamics.

Beyond his professional pursuits, Stephen is open to new experiences and challenging assignments. He is particularly interested in sustainability issues and enjoys expeditions in his free time. He believes in continuous improvement and views every experience as an opportunity for learning that can contribute to making the world a better place for all.

## STRATEGIC MARKETING INNOVATIONS CONSULTANCY

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