

DR. ELISHIBA MURIGI



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CURRICULUM VITAE: DR ELISHIBA MUTHONI MURIGI

- **Master's in Business Administration (Strategic Management), University of Nairobi, 2004**

- **Bachelor of Arts, First Class, Kenyatta University**

- **Kenya Certificate of Secondary Education, B.**

PROFESSIONAL MEMBERSHIP/QUALIFICATIONS

- Full member of the Marketing Society Kenya (MSK)
- Trained Trainer (TOT) (KIM)
- Diploma Information Technology –CIM London

Employment Records

- **Lecturer, School of Business, Economics and Tourism, Kenyatta University:** 2012-To-date.
- **Online Communications Manager, Kenyatta University:** 2018-2022.
- **Corporate Affairs & Marketing Manager:** KASNEB 2006-2011
- **Corporate Service Assistant, Procedure Writing specialist & Graduate Clerk:** ABSA Bank ,1998-2005

Narrative Summary

Dr. Elishiba Murigi, holds a Doctor of Philosophy (Business Management-Marketing option), Master's degree (Strategic Management) and BA First Class Honors (Business Studies and Sociology). She also holds other professional credentials in Marketing, Strategy Development and Implementation, Customer Relationship Management, Communication, Information Technology and Banking. Her skills include high proficiency in implementation of education programmes, high skills in information analysis, corporate and stakeholder communication, team leadership, negotiation, interpersonal and change management. Dr Elishiba Murigi has worked with various Government agencies and private corporations locally and globally with a mandate to develop their strategic Marketing, Communication and Service programs in the banking, professional examinations and academic development industries. Specifically, she was very instrumental in Business Development for KASNEB globally as she opened new markets in Uganda, Tanzania, Rwanda, and Burundi & South Africa.

She has also been instrumental in the development of various Corporate Strategic plans and implementation of the same. She has worked as an Examination Co-ordinator, (School of Business, Kenyatta University), Corporate Affairs Manager (KASNEB), Assistant Marketing Manager (KASNEB), Corporate Service Assistant (Barclays Bank) and as a Procedure Development Specialist (Barclays Bank, Pan-Africa). She served as the Online Communications Manager (Kenyatta University) (2018-2022) and is currently the Patron of the Marketing Students Association, Kenyatta University where she continually mentors and develops marketing and communication professionals. Dr. Elishiba Murigi is a Consultant in Strategy Development, Marketing, Public Relations, Branding & Communication.

WORK EXPERIENCE

Lecturer Kenyatta University: 2012- To-date

Key Responsibilities

- Teach, assess, examine and award grades for the respective postgraduate and undergraduate units taught as per the requirements provided by the university.
- Train in Communication, Marketing, Strategic Management, Public Relations, Management and Marketing.
- Engage with educational stakeholders and students creatively in scholarly activities that include but are not limited to curriculum development, quality assurance procedures, research, external linkages and collaborations.
- Actively involved in research, grant writing and conferences.
- Undertake to enhance and improve quality standards in course delivery, research and examination within the University programmes.
- Involve the students creatively in problem-based learning and case studies that allow the students solve academic and industry problems creatively.
- Integrate and develop innovative teaching methods and approaches involved within the unique subject areas.
- Provide interactive e-learning integration within my teaching approaches and pedagogy
- Facilitate and deliver learning content through one on one coaching, written feedback, and analytical reports.
- Reviewing student assignments and providing regular feedback based on defined rubrics of the university
- Provide mentorship and regular coaching.

Online Communications Manager, Kenyatta University (2018 –2022)

Key Responsibilities

- Work with other teams to implement the Communication Strategy of the University
- Manage the University website and social media platforms
- Review and assessment of quarterly and annual strategic digital marketing communication plans for the business units, university corporate centers and other business initiatives.
- Forecasting Kenyatta University search growth and behavior across multiple markets, categories and devices.
- Developing innovative internal reporting mechanisms to support team marketing strategies.
- Creating scaled reports on seasonal events and trends, utilized internally and externally among university student's segments among different demographics to the university management.
- Develop, mitigate and implement solid crisis management communication plans to uphold positive online reputation across digital media platforms.
- Participates/leads digital revenue strategy/optimization in conjunction with other digital leaders across functions while maintaining customer support.
- Defining and implementing a coherent internal communications blueprint that delivers to the aspirations of the business communications needs.
- Tracking, analysis and continuous enhancement on effectiveness of Digital Strategies

Manager, Corporate Affairs & Marketing, KASNEB (Jan 2008- August 2011)

Reporting to the CEO: Responsible for the management of all corporate communication and Marketing, My job entailed the following:

- ❖ Maintaining and enhancing the corporate image of KASNEB.
- ❖ Develop media engagement plan linked to key events and business initiatives

- ❖ Establish and maintain strong working relationships with media houses and the press
- ❖ Oversee the maintenance of the website in terms of availability and updating of appropriate content
- ❖ Conduct environmental scanning to effect corporate positioning and implement strategies
- ❖ Establish and maintain relationships with stakeholders globally.
- ❖ Develop and propose media policies in line with the company's strategic direction
- ❖ Manage the publication of the quarterly news line by coordinating the design, production and printing
- ❖ Coordinate national and international marketing programs and corporate events
- ❖ Provide marketing support to corporate projects and business initiatives
- ❖ Prepare an annual departmental budget and submit to the CEO for approval
- ❖ Manage budget in accordance with company policies, procedures and applicable legislation

Achievements

❖ Regionally

- **February 2011:** Conducted KASNEB professional seminars and career talks to lecturers and students of three universities in Cameroon
- **May 2010:** Established strategic linkages with ten (10) universities in Tanzania for the purposes of promoting the qualifications of KASNEB.
- **January 2010:** Established strategic linkages with three (3) universities in Uganda for the purposes of promoting the qualifications of KASNEB.
- **August 2009:** Developed a concept paper and Memorandum of Understanding (MOU) for the establishment of KASNEB in Kigali Institute of Management, Rwanda.
- **April 2009:** Team member, KASNEB **Strategic Plan** 2007- 2012.
- **November 2008:** Working with a high performing team on the Government of Southern Sudan (GOSS) capacity-building project on the establishment of KASNEB in Juba, Southern Sudan in collaboration with the University of Juba.
- **July 2006:** Developed and implemented the Marketing Plan to roll out KASNEB programs in Africa.
- **Dec 2003- Feb 2004:** Participated in the formulation and implementation of prudent **Customer Service System** called **RESOLVE** through use of the **Account Management Concept**.
- **Jan 2002- Dec 2003:** Developed **Procedures Operations Manual** for Barclays Banks' of Kenya Limited new products namely; **Bank direct, Pay direct and Direct debit**.

❖ Internationally

February 2017: Received **Best Paper Award** at the SIMSR Global Marketing Conference, Mumbai, India. (Social Marketing Price and Behavioral Change to Alcohol and Tobacco Usage among the Youth in Nairobi, County, Kenya)

Corporate Service Assistant: Corporate Banking, ABSA 2002-2004)

Key Responsibilities

Reporting to the Head of Customer Service my job entailed but was not limited to:

- Sales and Service: Maintain customer relationship and ensure high levels of service and increase in sales. Continually monitor the Relationship Manager's portfolio to ensure efficient operations are maintained in line with the Service Level Agreements (SLA).
- Database Management: Maintaining and constantly updating the profile of corporate accounts.
- Marketing of Banks Products and Services: Constantly acquiring new clients through cross selling of products to ensure growth of the Corporate Sector.
- Business Management: Collating and analyzing customer information for continuous service improvement

- People Management: Manage the Corporate Call Center team to ensure efficient query resolution with a turnaround time of 30 minutes per query.
- Operations Management: Ensure 100% compliance to bank's policies and procedures and work closely with the Relationship Managers to mobilize increased use of all our services.

Procedure Writing Specialist; Pan African Procedures Development Unit PAPDU) ABSA (2000 - 2002)

Key Responsibilities

- Procedure Writing: Writing end-to-end procedures on the Bank's various processes in the Pan-African countries, updating the existing manuals and maintaining a database of all the manuals, circulars and memos.
- End-to-End Process mapping of core processes in the business. This includes Credit Card Processes and Bulk Cash Handling. This ensured quality and consistent customer service.
- Activity Based Costing: Conducting the actual business benefit and cost analysis.
- Service Improvement: Analyzing the mapped out processes and eliminating non-value adding activities. Presenting improvements to Business Heads and implementation of various projects.
- Proposal Writing and Development: Researching, developing and presenting Process Improvement Proposals to other African Country Service Managers.
- Country Processes Best Practice champion: Developing procedures and testing the value added by each process and recommending the value adding procedures to other countries like Mauritius, Seychelles and Ghana.

Service Assistant & Graduate Clerk-Trade Finance; Barclays Bank of Kenya Limited, ABSA (1998 - 2000)

Key Responsibilities

- Relationship Management: Offering support required by members of staff to ensure the centers run efficiently and profits are maximized.
- Negotiation of Service Level agreements (SLA's) with service providers to ensure that all the units of the service centre run efficiently.
- Customer Service at the centre with a view to educate customers on e-banking.
- Responding to customer's queries on foreign exchange
- Preparing the foreign exchange entries for posting

Consultancy Assignments.

I have trained and/or consulted, developed strategic plans, Communication Strategy, Human Resource Management Systems, & Market Research in wide range of organizations both in the public and private sectors as shown below among others: -

1. Ammar Sacco Limited
2. Kenya Urban Support Program /World Bank
3. National Council Churches of Kenya (NCCCK)
4. Global Alliance for Improved Nutrition (GAIN)
5. Simlaw Seeds
6. Narok County Government
7. Meru Dairy Co-operative Union
8. Laikipia County Government
9. Harleys Limited

Publications in Refereed Journal

- Nzioka, J. F., & Murigi, E. M. (2025). The Effect of E-Promotion Marketing Strategy on Performance of Small and Medium Manufacturing Enterprises in Embu County, Kenya. *Journal of Marketing and Communication*, 8(1), 18–29.
- Mujja, B., & Murigi, E. (2025). The Influence of Stakeholder Involvement on Performance of Non-Governmental Organizations in South Sudan. *Journal of Entrepreneurship & Project Management*, 9(1), 96–110. <https://doi.org/10.53819/81018102t2492>
- Samuel, E. K., Murigi, E. (2024). Cost leadership strategy and performance of alcohol beverage firms: a case of Kenya Breweries Limited Nairobi City County, Kenya.
- International Academic Journal of Human Resource and Business Administration, 4(3), 1-23
- Njogu, J. K., & Murigi, E. M. (2023). Growth strategies and performance of milk processing firms in Kenya. *The Strategic Journal of Business & Change Management*, 10 (2), 815–838.
- Kamwere, B. M., & Murigi, E. (2023). Strategic management practices and performance of Kenya Railways Corporation at the headquarters, Nairobi City County, Kenya. *The Strategic Journal of Business & Change Management*, 10 (1), 454 – 475.
- Bwogen, R., & Muthoni, M. E. (2023). The Effect of Stakeholder Involvement on Performance of Bomet County Government, Kenya. *Journal of Entrepreneurship & Project Management*, 7(2), 26–41.
- Gakii A, Maina S & Murigi EM (2022) Moderating Effect of Firm Characteristics on the Relationship Between Video Online Marketing and Market Performance of Registered Tours and Travel Agencies in Nairobi City County, Kenya, *European Journal of Business and Management* www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.14, No.24, 2022
- Gakii A, Maina S & Murigi EM (2022), Search Engine Optimization, Competitive Advantage and Market Performance of Registered Tours and Travel Agencies in Nairobi City County, Kenya, *Journal of Sustainable Business and Economics*, Volume 5, Issue4
- Maina, B., & Murigi, E. (2022). Marketing Mix Strategy and Business Growth In 5 Star Hotels in Nairobi City County, Kenya: A Case of Hilton Hotel. *International Journal of Business Management, Entrepreneurship and Innovation*, 4(3), 55-65. <https://doi.org/10.35942/jbmed.v4i3.290>
- Koskei B & Murigi E.M (2021) Constructs of Quality Management and Organizational Performance of Nakuru Water Sanitation and Services Company in Nakuru County, Kenya *International Journal of Innovative Research and Advanced Studies (IJIRAS)* Volume 8 Issue 4
- Kimiti P, Muathe SMA & Murigi EM (2020) Gender of Respondents and Performance of Functional areas of milk processing firms in Kenya, *International Journal of Economics, Commerce and Management*, Vol 8 Issue No. 9, 393-400
- Swagi P & Elishiba Murigi (2020), The effect of service quality on the performance of women enterprise fund in Kisumu County, Kenya, *International Academic Journal of Human Resource and Business Administration*, Volume 3, Issue 9, 90-103.
- Kimiti P, Muathe SMA & Murigi EM (2020), Cost Leadership Strategy, Competitive Advantage, And Performance: A Cross-Sectional Study In The Context of Milk Processing Firms In Kenya, *International Journal of Management, Innovation & Entrepreneurial Research* *International Journal of Management, Innovation & Entrepreneurial Research*, Vol. 6, No 2, 2020, pp 64-76
- Kimiti P, Muathe SMA & Murigi EM (2020), Nexus between Cost Leadership Strategy and Performance: Fact or Fallacy in Milk Processing Firms in Kenya, *International Business Research*; Vol. 13, No. 10; 2020
- Mbiriti Diaz & Elishiba Murigi (2019), Corporate Governance and Performance of selected Savings and Credit Cooperative Societies in Nairobi County, Kenya, *International Journal of Interdisciplinary Research and Innovations*, Vol 8 Issue 2, 22-30.
- Mutua Justus & Elishiba Murigi (2019), Corporate Growth Strategies on Performance of SACCOS in Kitui Count, Kenya, *International Academic Journal of Human Resource and Business Administration*, Volume 3, Issue 7, 363-382.
- Luvusi Jackson & Elishiba Murigi (2019) **Influence of Market Penetration Strategy on the Performance of Telkom Kenya Limited in Nairobi City County**, *International Journal of Research and Innovation in Social Science (IJRISS)*, ISSN No. 2454-6186, Volume 3, Issue 12, 175-178.
- Mwongeli Caroline & Elishiba Murigi (2019) **Influence of Product Development Strategy on Performance of Middle Level Chain Stores**, *International Journal of Research and Innovation in Social Science (IJRISS)*, ISSN No. 2454-6186, Volume 3, Issue 12, 72-74.
- Joel Omuyoyi Espirah & Murigi Elishiba Muthoni (2019) Effect of Strategy Execution on Performance of

Parliamentary Service Commission, Stratford Journal of Public Policy & Governance, ISSN: 2616-8413, Vol 3 (2) pp. 61-72.

- Echwa M & **Elishiba Muthoni Murigi** (2019) Strategic Leadership and Performance of Domestic Airline Firms in Kenya, Eastern Africa Journal of Contemporary Research (EAJCR), Vol. 1, Issue 2, 2019, ISSN: 2663-7367 (Online) & ISSN: 2663-7359.
- Nyanchama, Peninah Andrew & **Elishiba Murigi**(2019) The Effect of Customer focus Strategies on performance of Cooperative Bank of Kenya, Journal of Strategic Management, Volume 3, Issue 2 PP 1-14
- Annstellah Gakii & **Elishiba Muthoni Murigi** (2019). Advertising and Service Quality in the Mobile Phone Industry in Kenya, European Journal of Business and Strategic Management, ISSN 2518-265X (Online) Volume 4 Issue 1 PP 39-50.
- Mercy Warugru Kirima & **Elishiba Muthoni Murigi** (2019). Demographic Perspective and Organizational Performance in Occidental Insurance Company, European Journal of Business and Strategic Management, ISSN 2518-265X (Online) Volume 4 Issue 1 PP 30-38.
- Kanyuiro Stanley & **Murigi Elishiba Muthoni** (2018). Brand Aspects and Customer Loyalty at Unaitas Sacco, Nairobi City County, Kenya. International Journal of Current Aspects in Social Sciences (IJCASS), ISSN 2616- 6976, Volume 2, Issue 2, July 2018, PP 10-18
- Ndegwa, P.W., Wario, G., Orwa, G., Ng'ang'a, R. & **Murigi, E. M.** (2014). Legal Framework as a Determinant of Implementation of Occupational Health and Safety Programmes in the Manufacturing Sector in Kenya. International Journal of Human Resource Studies.ISSN 2162-3058 ;2014, Vol 4, No. 4

Book Chapters

- Bula H.O, **Murigi Elishiba** & Ngigi D (2019) Innovation inclusion for Sustainability of Livelihoods of Urban Women Entrepreneurs in Informal Settlements in Nairobi, Kenya in Sustainable Development in Africa, Spears Media Press LLC, 177-199
- Murigi EM (2017) *Social Marketing* in Principles of Marketing: A Skill Building Approach. Nairobi. Focus Publishers, ISBN 978-9966-7249-4-

Language proficiency:

Language	Speaking	Reading	Writing
English	Excellent	Excellent	Excellent
Kiswahili	Excellent	Excellent	Excellent

ADDITIONAL INFORMATION

REFEREES	1.	Prof Kuria Thuo Deputy Vice Chancellor Masinde Muliro University of Science and Technology P.o Box 190-50100 Kakamega
	2.	Prof. Elishiba Kimani Dean, Graduate School Kenyatta University P.o Box 43844-00100 Nairobi.
	3.	Prof Nicholas Gikonyo School of Medicine Kenyatta University P.o Box 43844-00100 Nairobi.