

Rachael Shitanda

Nairobi, Kenya | P: +254 717812981 | rachaelshitanda@gmail.com | [linkedin.com/in/rachael-shitanda](https://www.linkedin.com/in/rachael-shitanda) | [Portfolio](#)

PROFESSIONAL SUMMARY

I am a dynamic technology and business leader with over 10 years of experience driving digital transformation, telecom infrastructure projects, and business growth across Africa. I have led large-scale initiatives, from fibre optic rollouts, BTS deployments, and national backbone projects to AI-powered SaaS platforms and enterprise solutions, blending technical expertise with commercial strategy. My strength lies in connecting technology with business impact and building scalable, reliable, and client-focused solutions that drive adoption, revenue growth, and operational efficiency. I have a proven track record in cross-functional leadership, multi-country project delivery, strategic partnerships, and market expansion, and I am passionate about creating future-ready digital ecosystems that enhance connectivity, innovation, and competitiveness. Combines deep technical insight with strong business acumen and a passion for building inclusive, future-ready digital ecosystems that foster growth, connectivity, and operational excellence.

CORE COMPETENCIES

- Telecom Infrastructure Strategy & Digital Transformation
- Commercial & Contract Negotiation
- Multi-Country Project Delivery & Regulatory/Governance Alignment
- Change Management & Risk Mitigation in Emerging Markets
- Solution Architecture
- Client Solutions Development & Service Delivery
- Product Management & Go-to-Market Execution
- Strategic Partnerships & Ecosystem Collaboration
- Business Development & Market Expansion
- Stakeholder Management & Customer Value Leadership
- Cross-Functional Leadership & Remote Team Enablement
- Process Optimisation & Operational Efficiency
- Data-Driven Decision-Making & Business Intelligence
- ICT Policy, Regulatory Compliance & Industry Governance
- Agile & Lean Project Execution

EXPERIENCE

UpraiseCX – Nairobi, Kenya

Product & Technology Lead – Market Expansion

April 2025 – Present

At UpraiseCX, I lead the integration of technology innovation, product strategy, and customer experience transformation, driving digital growth and operational excellence across enterprise markets. My role combines strategic oversight with hands-on execution, ensuring every solution delivers commercial value, operational efficiency, and trusted client outcomes.

Key Achievements & Strategic Impact

- Led cross-functional teams across engineering, analytics, and customer success, improving delivery speed by 35% and aligning teams to shared performance metrics.
- Introduced automation and intelligent reporting frameworks, providing leadership with full visibility into operational efficiency and engagement performance.
- Strengthened strategic partnerships with enterprise clients, improving platform uptime and expanding market presence.
- Designed and executed a scalable technology and product roadmap, accelerating delivery cycles and maximizing ROI.
- Directed AI-driven customer experience and security tools, enhancing platform resilience, operational reliability, and client satisfaction.

- Embedded secure-by-design architecture across all systems, ensuring compliance, data protection, and performance at scale.
- Cultivated a high-performance, innovation-driven culture using agile practices, improving team velocity by 40%.
- Positioned UpraiseCX as a trusted leader in digital solutions, combining technology, security, and automation to deliver sustainable enterprise growth.

Pamba Tech – Nairobi, Kenya

Head Growth & Product Strategy

July 2024 – April 2025

- Leveraged data-driven insights to optimise performance, guide growth strategy, and support revenue expansion.
- Collaborated across teams and partners to deliver scalable, client-centric digital solutions aligned with business goals.
- Led the end-to-end strategy and scaling of Pamba.Africa, a business management SaaS platform designed to streamline operations for SMEs.
- Achieved 40% market share growth in 6 months through data-driven product enhancements and targeted go-to-market strategies.
- Managed the full product lifecycle, from concept and design to launch, adoption, and continuous improvement.
- Developed AI-powered CX and security solutions, improving retention, satisfaction, and operational efficiency.
- Oversaw UX/UI improvements and adoption initiatives, enhancing engagement and market competitiveness.

Maktech Telecommunications Group – Dar es Salaam, Tanzania

Group Manager, Product & Market Strategy

Jan 2024 – July 2024

- Led group-level product and commercial strategy for Maktech across East, central & Southern Africa, setting the roadmap for fibre, IoT, and enterprise connectivity products and driving cross-border market expansion.
- Owned go-to-market and revenue strategy that delivered 35% sales growth and expanded market share through targeted product launches and channel enablement.
- Negotiated and closed strategic international partnerships and supply contracts, contributing to a 40% increase in new market penetration and securing long-term vendor relationships.
- Directed multi-country program delivery (fibre rollouts, BTS deployments, FTTx and dark-fibre projects), ensuring alignment with international standards, SLAs, and regulatory requirements.
- Built and led high-performing, multi-disciplinary teams and regional delivery hubs, establishing governance, delivery metrics, and vendor management processes to improve execution consistency.
- Designed customer-centric product offerings and data-driven engagement programs that improved customer retention and ARPU for carrier and enterprise clients.
- Forged strategic alliances with government agencies, ISPs, and industry stakeholders to align telecom solutions with national development goals and accelerate deployment timelines.
- Instituted operational controls and standardised processes (procurement, performance reporting, risk management) to scale operations and prepare the business for group-level growth and investment.

Mentorlist – Nairobi, Kenya

Head of Products

Jan 2022 – Dec 2024.

- Developed project plans with scope, schedule, and risk mitigation strategies, ensuring timely delivery and infrastructure resilience.
- Directed market positioning, sales strategies, and go-to-market initiatives, driving revenue growth in emerging tech sectors.
- Integrated ICT innovations into operations, improving efficiency, system reliability, and user experience.
- Collaborated with engineering teams to design and implement scalable solutions aligned with business and client needs.
- Defined and executed the digital product roadmap, focusing on reliable, scalable, and client-centric solutions.

- Managed the full product lifecycle: concept, design, prototyping, testing, mass production, launch, support, and end-of-life.
- Led AI-driven platforms and cloud-based solutions, increasing user adoption by 30% through enhanced UX/UI and performance optimisation.
- Oversaw product performance, campaign analytics, and data-driven development to accelerate customer growth and service excellence.

Adrian Kenya Limited – Nairobi, Kenya

Product Solution Architect & Business Development Lead – Technology Solutions

March 2020 – Mar 2022

- Led telecom and power infrastructure programs across Kenya, overseeing large-scale projects for KPLC, REREC, and KETRACO, including base station rehabilitation and rural electrification support initiatives.
- Directed major ISP infrastructure projects, including maintenance, network rollouts, and backbone project management, ensuring seamless operations and sustained service reliability.
- Spearheaded the Kenya Last Mile County Connectivity Project (LMCCP) and Lironi–Nakuru Backbone fibre initiatives under the Ministry of ICT, delivering nationwide broadband expansion on time and within budget.
- Designed and implemented a custom 4G router solution for an ISP, enhancing network performance, uptime, and customer accessibility through portable and scalable hardware integration.
- Managed government ICT projects with the Ministry of ICT and ICT Authority (ICTA), aligning deliverables with regulatory frameworks and national digital infrastructure goals.
- Oversaw proposal development, technical scoping, and end-to-end client management, winning multi-million-dollar infrastructure and technology contracts.
- Led cross-functional delivery teams, applying Agile methodologies to improve operational workflows, cut delivery times by 20%, and enhance quality assurance across all deployments.
- Strengthened client and partner relationships across **telecom, power, and government sectors**, positioning Adrian Kenya as a trusted technology solutions provider.

Adrian Kenya Limited – Nairobi, Kenya

Software Developer

Aug 2019 – Mar 2020

- Designed and implemented ERP applications, enhancing workflow and user engagement.
- Conducted comprehensive UX research, delivering insights that informed design decisions and optimised user interfaces.
- Developed software solutions by studying information needs, conferring with users, studying system flow, data usage, and work processes
- Investigating problem areas, following the software development life cycle
- Mentored junior developers, fostering skills development and innovation within the team.

Romer Services Limited – Nairobi, Kenya

Technical Support Engineer

Jun 2017 – Feb 2019

- Provided timely and effective technical support to customers.
- Diagnose and troubleshoot hardware and software issues, providing clear solutions or workarounds.
- Assisted customers in configuring and using Romer Tech's products and services.
- Documented technical issues, resolutions, and customer feedback in the internal knowledge base.
- Collaborated with the product and engineering teams to provide feedback and recommend improvements to products and services.
- Conducted extensive product training and webinars for customers.

Gamcode – Nairobi, Kenya

Technical Support Engineer

Jun 2017 – Feb 2019

- Provided 1st and 2nd line support for hardware and software issues, resolving user problems and minimising downtime.
- Managed internal systems, including Linux/Windows Servers and load balancers, ensuring performance and availability.
- Automated workflows and reduced inefficiencies by implementing custom scripting solutions.
- Supported engineering teams with system-level troubleshooting and enhancements.

- Troubleshoot and resolve system issues, collaborating with vendors for complex technical challenges.
- Coordinated with external support vendors when necessary and ensured efficient escalation processes.

Glassdoor/SAMA AI – Nairobi, Kenya

Content Moderator

Apr 2015 – Aug 2017

- Trained AI moderation systems to identify and handle sensitive content, ensuring ethical alignment.
- Participated in developing guidelines and digital skills training for moderation teams.
- Reviewed and moderated content to align with client guidelines, ensuring quality and compliance.
- Achieved a 20% increase in customer satisfaction by improving content workflows.
- Performed content reviews under the client's supervision for international and Domestic cases, following client processes and procedures
- Responsible for the activities assigned by the team lead and subject matter experts.

ADVISORY ROLES

Kenya National TVET Curriculum Development, Assessment & Certification Council (CDACC) Kenya TVET Sector Skills Advisory Committee (SSAC) – Member | Jan 2025 – Present

- Provided expert input on ICT curriculum reforms, aligning training with AI, IoT, and emerging technologies to support scalable digital ecosystems.
- Advocated for digital competency integration to boost youth employability in tech and engineering.
- Supported verification and validation of training materials, assessment tools, and Recognition of Prior Learning frameworks.
- Facilitated engagement between TVET institutions and the private sector to bridge education-to-employment gaps, supporting Africa's digital workforce.

Government of Kenya – National Sector Skills Committee (ICT) | Chairperson | Feb 2024 – Present

- Lead ICT sector curriculum evaluation, skills frameworks, and policy recommendations to align education with emerging technologies.
- Developed Work-Based Learning initiatives and labour market assessments to close ICT skills gaps, enhancing readiness for digital infrastructure roles.
- Collaborated with government, academia, and the private sector to upskill ICT professionals, integrating hands-on, client-centric training for service excellence.
- Contributed to national ICT digital transformation, innovation, and infrastructure development policies.

African ICT Alliance (AfICTA) – Nairobi, Kenya | Deputy Chair, Vice Chair East Africa & Board Member | Oct 2023 – Present

- Developed and executed regional ICT strategies and government engagement to drive scalable technology adoption.
- Advocated for digital inclusion, e-governance, and regulatory frameworks supporting innovation and reliable infrastructure.
- Led multi-stakeholder initiatives to strengthen ICT adoption, connectivity, and capacity building across Africa.

ICANN (Internet Corporation for Assigned Names and Numbers) – Remote | Business Constituent Committee Member | Mar 2023 – Present

- Contributed to global internet governance policies, ensuring security, privacy, and blockchain integration across telecom and digital services.
- Developed PPSAI policy and advised on GNSO Transfer Policy to safeguard digital infrastructure and service reliability.
- Represented business constituency interests, fostering collaboration and regulatory compliance.

- Led regulatory and policy recommendations to enhance ICT compliance, innovation, and scalable digital service delivery.

EDUCATION

Jomo Kenyatta University of Agriculture and Technology – Nairobi, Kenya

Ongoing

MSc, Computer Systems

Presbyterian University of East Africa – Nairobi, Kenya

Nov 2014

BSc, Computer Science

KEY PROJECTS & ACHIEVEMENTS

- **ISP Projects – Adrian Kenya & Maktech Group:** Led FTTx (fibre to the Subscriber/Building) and BTS deployment projects across East and Southern Africa for various ISPs, driving network expansion and improving service delivery.
 - **4G Router Solution – Adrian Kenya:** Designed and developed a custom 4G router solution for an ISP, optimising network performance, enhancing uptime, and reducing operational costs, thus improving overall service delivery.
 - **Lironi–Nakuru Dark fibre – Ministry of ICT & Adrian Kenya:** Co-developed a national backbone project, designing custom router solutions that enhanced network reliability and reduced costs for telecom providers.
 - **Power Minigrid Project – Adrian Kenya (Marco Boroero):** Managed the procurement and implementation of a 1.5MWp solar photovoltaic power plant, advancing clean energy projects for off-grid regions.
 - **Pamba.Africa SaaS Platform – Pamba Tech:** Designed and launched a business management platform for SMEs, achieving 40% market share growth in 6 months.
 - **AI-Powered CX and Security Solutions Optimisation Platform – UpraiseCX:** Leading the development of an AI-driven customer experience automation platform, enhancing client success and business scalability.
 - **ICT Policy & Infrastructure Advocacy – AfICTA & ICANN:** Contributed to digital infrastructure policy frameworks across Africa, influencing internet governance and regional connectivity.
 - **Work-Based ICT Skills Framework – Ministry of Labour & Social Protection:** Developed a national ICT skills policy, bridging the gap between academia and industry needs.
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Certifications & Training:

- Project Management Professional(PMP) - 2024 - Ongoing(Exam Scheduled)
- Security Analyst – USIU Africa (2022)
- Sales and Business Development – Adrian (2020)
- Entrepreneurship – USIU Africa (2022)
- UX Design Certificate – Akili Plus (2020)
- Data Protection – CIPIT, Strathmore University (2022)
- Data Science - Africa Data School(2023)
- ITIL Strategic Leader Certification (Training Completed)

Awards & Recognition:

- Female Founder of the Year Nominee – SHE Awards (2024)
- Connected Awards Nominee – Techtrend Africa (2022)