

JOSPAT ASUTSA MURUMBUZA

BDS SPECIALIST | ENTREPRENEURSHIP TRAINER | AGRIBUSINESS VALUE CHAIN COACH

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PROFESSIONAL SUMMARY

Results-driven Business Development Services (BDS) Specialist, Entrepreneurship Trainer, Coach and Mentor with over five years of experience delivering practical business advisory, capacity building, coaching and mentorship to MSMEs, youth entrepreneurs, agripreneurs, women's groups, farmer organisations, community enterprises and vulnerable populations.

Experienced in enterprise diagnostics, SIYB entrepreneurship training, business planning, financial literacy, pricing, record keeping, marketing, market access, digital business, agribusiness and value-chain development, VSLA strengthening and enterprise growth. Skilled in translating enterprise and organisational gaps into practical action plans, coaching interventions and follow-up support.

I have trained and mentored 1,000+ youth, entrepreneurs, MSMEs and community beneficiaries, including women, youth, farmers, agripreneurs and other underserved groups. My experience includes field-based assignments supporting ASAL communities, women's groups and chamas, youth entrepreneurs, farmer groups and community-based enterprises.

I bring strong experience in field coordination, stakeholder engagement, data collection, beneficiary verification, monitoring, reporting and programme documentation, having worked with development organisations and consultancy firms on entrepreneurship, livelihoods, TVET, youth employment, climate action and community development programmes.

KEY SKILLS

- SIYB Entrepreneurship Training and Facilitation
- Business Development Services (BDS)
- Enterprise Diagnostics and Business Advisory
- Business Planning and Enterprise Strategy
- MSME Coaching and Mentorship
- Financial Literacy and Financial Management
- Pricing, Costing and Record Keeping
- Agribusiness and Value Chain Development
- Marketing, Digital Marketing and Market Access
- Women's Economic Empowerment and VSLA
- Youth Entrepreneurship and Employability
- CBO, SHG and Farmer Group Capacity Building
- Leadership, Governance and Organisational Strengthening
- Access to Finance and Enterprise Readiness
- Business Resilience and Sustainability
- Field-Based Technical Assistance
- TVET and Industry Linkages
- Stakeholder Engagement and Coordination
- MEL, Data Collection and Beneficiary Verification
- KoboToolbox and Digital Data Collection
- Reporting, Documentation and Action Planning

ACHIEVEMENTS

- Trained and mentored 1,000+ youth, entrepreneurs, MSMEs and community beneficiaries through entrepreneurship, BDS, mentorship and livelihood programmes.
- Supported approximately 145 agripreneurs through enterprise, agribusiness and value-chain capacity building under the NAVCDP Project.
- Reached and supported 500+ farmers and AgriTech stakeholders through capacity-building and enterprise development activities.
- Trained and supported 50+ women's groups on VSLA, financial literacy, savings, governance and business development.
- Delivered enterprise mentorship to youth entrepreneurs in Maikona, Kalacha and Turbi in Marsabit County.
- Supported 20+ youth entrepreneurs to strengthen and operate enterprises across different value chains.
- Worked with 10+ organisations and consultancy firms supporting youth, women, MSMEs, farmers, community groups and vulnerable beneficiaries.
- Supported mobilisation and engagement of employers and companies to strengthen TVET workplace learning and industry linkages.
- Conducted field-based research, beneficiary verification, data collection, quality assurance and reporting using KoboToolbox and other digital tools.

WORK EXPERIENCE

County Business Accelerator Lead (CBL) – NAVCDP

Jan, 2026 - June, 2026

CPHRM Group

- Provided field-based Business Development Services, enterprise coaching and technical assistance to agripreneurs, farmer groups and youth-led enterprises.
- Conducted enterprise assessments to identify business, financial, marketing and operational gaps.
- Supported beneficiaries to develop practical business plans, growth strategies and enterprise action plans.
- Delivered coaching on financial literacy, pricing, costing, record keeping, market access and business sustainability.
- Supported approximately 145 agripreneurs and over 500 farmers and AgriTech stakeholders through enterprise capacity-building activities.
- Facilitated training on agribusiness entrepreneurship, value-chain opportunities and enterprise development.
- Engaged cooperatives, SACCOs, agribusiness actors and community stakeholders to strengthen enterprise linkages.
- Conducted follow-up coaching and monitored implementation of agreed enterprise actions.
- Maintained beneficiary records and prepared field activity, progress and performance reports.

Project Trainer and Mentor - AKO Project

July, 2025 - Dec, 2025

Conservation International

- Facilitated training on financial literacy, savings, VSLA and sustainable livelihoods.
- Trained and supported 50+ women's groups in savings, financial management, governance and income-generating activities.
- Mentored community groups to strengthen enterprise activities and sustainable livelihood initiatives.
- Supported youth and women to identify practical livelihood and entrepreneurship opportunities.
- Used participatory and community-based methodologies to facilitate learning and group problem-solving.
- Supported beneficiary engagement, field monitoring and programme documentation.

BDS Consultant

March, 2023 - Dec, 2025

Kenya Private Sector Alliance

- Delivered BDS training, entrepreneurship coaching and mentorship to MSMEs, startups and youth entrepreneurs.
- Supported entrepreneurs in business planning, financial management, marketing, pricing, record keeping and business growth.
- Conducted one-on-one coaching to identify enterprise challenges and develop practical solutions.
- Trained businesses on digital marketing, social media, online business and digital market access.
- Conducted mentorship follow-ups and monitored implementation of agreed business improvement actions.
- Supported mobilisation and engagement of employers and companies for workplace attachment and TVET industry linkages.
- Engaged businesses, employers, youth and other stakeholders to strengthen workplace learning opportunities.
- Supported youth through mentorship and Social Emotional Skills Development (SESD) activities under the NYOTA OJE programme.
- Facilitated participatory and learner-centred training approaches for youth and enterprise beneficiaries.
- Maintained mentoring, training and beneficiary records and contributed to programme reporting and documentation.

RESEARCH AND FIELD ASSIGNMENTS

Aayden Consulting Limited | Research, MEL and Field Data Support – FLLOCA Programme

- Supported field research, beneficiary verification, data collection and validation for the Financing Locally-Led Climate Action (FLLOCA) Programme.
- Collected quantitative and qualitative data using KoboToolbox and conducted data quality checks.
- Engaged community stakeholders and supported monitoring, surveys, documentation and field reporting.

Jasatet Limited | Field Research, Monitoring and Data Collection Support

- Supported field monitoring, beneficiary engagement, surveys, data collection and verification.
- Conducted data quality checks and supported field documentation and reporting.
- Worked with community stakeholders and programme beneficiaries during field assignments.

EDUCATION

Post Graduate Diploma in Education (PGDE)

June, 2025 - Nov, 2026

KCA University

Focus areas include learner-centred pedagogy, instructional planning, assessment, facilitation and educational practice.

Bachelor of Business Administration

Aug, 2012 - Dec, 2016

Maseno University

Relevant areas include financial management, accounting, business management, entrepreneurship, marketing, economics and organisational management.

PROFESSIONAL CERTIFICATIONS

- ILO SIYB & DYB/EDK – Certified Trainer of Entrepreneurs | 2025
- Women in Digital Business (WIDB) – ILO Lead Trainer | 2024
- AHK East Africa – Certified Trainer of Trainers | 2024

TECHNICAL SKILLS

- Microsoft Office: Word, Excel, PowerPoint
- Google Workspace: Docs, Sheets, Drive, Forms
- Data Collection: KoboToolbox
- Business/Digital Tools: Canva, Meta Business tools, WhatsApp Business, digital marketing platforms
- Reporting: Data verification, field reporting, beneficiary tracking and documentation

REFEREES

Available on request