

Flora W Mutahi



BIO

Passionate Entrepreneur And Innovator | Mentor And Champion For Women In Leadership And Matters Youth | Chair Person Board Member | Motivation Speaker

INFO

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ACTIVITIES

- Travelling
- Reading
- learning
- Golf

ACADEMIC AND PROFESSIONAL BACKGROUND

- B.Sc Finance and accounts (UK) 1988-1991
- MBA University of Cape Town 2008- 2010
- The Practitioner Diploma in Executive coaching 2014
- Executive marketing Diploma from the Marketing Society of Kenya 2007,2014 & 2019
- Several training courses on Business growth Growth, Marketing for SME's, International Marketing, Agoa among others Centre for Corporate Governance and Mwongozo

WORK EXPERIENCE AND ACHIEVEMENTS

Melvin Marsh International LTD 1995-Date

Founder and CEO of Melvin Marsh International Ltd which is the pioneer food processing company that blends and packages Kenyan tea, Salt and rice products under the brand name Melvin's. Melvin, was the first company to introduce Free Flowing salt and flavored tea in Kenya. It is currently the largest natural flavored tea company in Kenya and is available countrywide and in several regional and international countries. We now have the whole range of teas from black, green purple and white teas, CTC and orthodox teas.

As the brainchild of the company, I create and continues to develop the products of the Melvin's brand by studying the market and understanding consumer trends in the country. Providing strategic direction and managing on a day to day with a focus of meeting the objectives of the company.

We have received several awards such as the Top 100, Fire awards for financial reporting, and most promising entrepreneur among others. In 2015 we innovatively launched Melvin's tea house with the aim of capturing the wide consumer and growing consumer market and making tea an "Out ofhome" refreshment. Melvin's continues to innovate products such as their current vending fresh brew team machines for offices to serve tea and coffees at the touch of a button from a vending machine.

Azizi Realtors Ltd 2011

From a passion in real estate Flora began a real estate company in the prestigious Lavington Area. The agency deals in sales, rentals and property management and advisory.

Advisory Group on Trade Finance (ATF) July 2020 – Dec 2021

I sat on the committee to discuss "Reconceiving the Global Trade Finance Ecosystem" on invitation from the International Chamber of Commerce with the McKinsey group and the Fung Institute. Other members of the team were global leaders such as the CEO of HSBC, ICC, etc. with only 2 Africans on the committee.

SOCIAL IMPACT

Passionate about business, and entrepreneurship, mentors entrepreneurs particularly women in the manufacturing industry.

At a company, level began Melvin's Mentorship impact program in 2020 with personalized mentorship and coaching aimed at assisting young ladies to scale up their manufacturing businesses by sharing my experiences and networks to help the entrepreneurs access more formal markets.

SKILLS AND COMPETENCIES

- Established entrepreneur with proven visionary leadership
- Proven track record in Strategic leadership,
- Highly skilled in business development,
- Vast Knowledge in Market penetration and marketing.
- Proven ability to innovate, conceptualize and implement product and business solutions
- Passionate to lead and mentor others to achieve company and personal goals.
- Ability to grow local and international markets.
- Extensive local and international experience
- Conversant in operations in both Private and public sector
- Knowledge in the working of business member organizations (BMO)

PREVIOUS BOARD POSITIONS

Chairperson : Kenya Association of Manufacturers 2016 to 2018

Board Member: 2016 to 2018
KAM is the representative organization for manufacturing value-add industries in Kenya. During my time at this dynamic, vibrant and credible organization I spearheaded an annual marketplace, where manufactures showcase to Kenyans and mainly government procurement officers what is locally produced in the country including new innovations. This has now grown to what is now known as the 'Changamka festival' held over a week with over 10,000 visitors. I also introduced Women in Manufacturing to promote and capacity build women in manufacturing in an aim to build diversity and inclusion in the sector.

Jubilee Insurance Limited 2014 to 2019

Board Member:
As a member of the Finance and strategy committee we introduced a subcommittee for digitization for the organization that was to drive digitization at scale.

Tea Board of Kenya 2007 to 2012

Board Member:
As a member of the Finance and strategy committee we introduced a subcommittee for digitization for the organization that was to drive digitization at scale.

Export promotion Council 2007 to 2019

Board Member:
As a member of the Finance and strategy committee we introduced a subcommittee for digitization for the organization that was to drive digitization at scale.

CURRENT BOARD POSITIONS

Kenya Private sector Alliance (KEPSA) 2021 to Date

Chairperson
KEPSA is the apex body for the whole private sector with most Business member organizations and now SME membership. We interact with government, and the diplomatic community to advocate and promote policies and a conducive environment for the private sector.

Anti counterfeit Agency (ACA) 2018 to Date

Chairperson
ACA is a parastatal with the mandate to help rid Kenya of counterfeit goods through enforcement and public education. During my term we have been able to develop and enact into law a recordation process that will see the organization register all imports while earning the organization revenue to enable us become independent from the treasury.

UN GLOBAL Compact New York (UNGC) 2018 to Date

Board Member:
UNGC is a voluntary intuitive based on the universal sustainability principles. This is a position granted by the UN Secretary General Antonio Guterres to disseminate the sustainability principles. With board members from all over the world as board members, we are expected to promote the 10 basic principles of the compact and share our successes with the Secretary-General at least twice annually. I also represented the CEO in global meetings as a board member from time to time. In 2020 I was invited to sit on a committee by the International Chamber of Commerce to Reimagine the financial payment ecosystem for SMEs for a period of 18 months where came out with a concept paper for financial institutions to improve the global trade finance ecosystem for SME's.

UN Global Compact Kenya 2018 to Date

Board Member:
By virtue of sitting on the global board, there is a need to support the local team.

SBM Bank Kenya Limited 2018 to Date

Board Member:
Since its inception into the market in 2017, I oversaw the transition from Fidelity bank followed by the acquisition of Chase bank by SMB Group, the 3rd largest listed entity on the Stock Exchange of Mauritius with a presence in India, Madagascar, and Kenya as well. I sit on the audit, human resource and remuneration, and credit committee which I chair currently.