

**GODFREY
JOSEPH
SEMPUNGU**

Summary biography

Godfrey is a University academic and entrepreneur with 21 practice in Universities and industry in Uganda, Africa & Europe. He has taught Economics, Business and Communication disciplines and also served in senior management positions in University and industry. In Universities, he has led teams in crafting strategy & implementation with a keen eye on emergent and proactive strategy. He also has delivered on several assignments as a Consultant with multicultural teams and in turbulent times such as during the Covid- 19 Pandemic. He has experience in work and practice in Africa and Europe in Senior Management, setting new systems, training, working in multicultural environments.

CONTACT

Skill Highlights

- i. Marketing (specialized communication)
- ii. Communication skills
- iii. Team leadership and training skills (At operational, tactical and strategic levels)
- iv. Training (pedagogy & Andragogy) skills
- v. Networking and Relationship-building skills
- vi. Computer use and repair skills (Windows-based and IOS-based OS systems)
- vii. Digital marketing skills (SMO, SEO, Pull marketing, etc)
- viii. Market research and survey skills

Experience

- Godfrey is the Head of Communication, Branding & Marketing Department at Kabale University
- He is an entrepreneur & the Lead Consultant for Yosef consults;
- He is a seasoned academic with 21 years of teaching experience various Universities in Uganda;
- He has led teams to craft Strategic plans and Policies for years and supervised plan execution at the Strategic, Tactical and Operational levels.
- He has conducted many consultancies training in change management, Team building and delivery and Disruptive strategy,
- He has also led teams in Grant writing, e.g. he led the UCU team that wrote and won the DALILA project grant funded by European Union Erasmus + Capacity Building in Higher Education
- He led teams through times of the times of uncertainty such as leading the UCU team that organised and conducted the first successful university-wide take-home exam as a novel solution in 2002 Covid times.

Languages

English - Expert
Luganda - Expert (Native)
Lusoga - Moderate
French - A1 (DELF)
Norwegian - Basic
Kiswahili - Basic
Runyakitara - Basic

Education Summary

PhD (Cand), DBE, MP.h.,
MBA, BA, Dip Educ, ICDL,
DELF A1

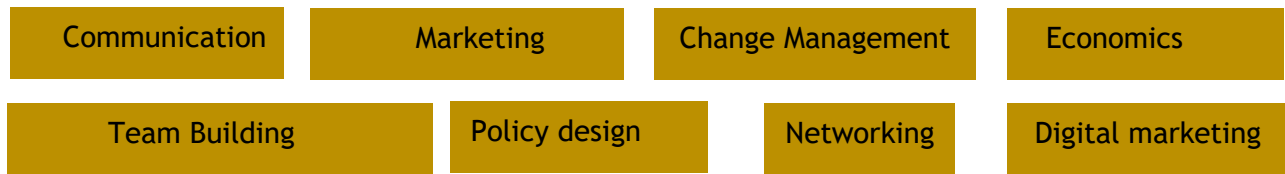
Consultancy work

Godfrey Sempungu is

“A Result-Oriented expert who is tested in, entrepreneurship Branding, Strategic Communication, Brand Asset Management, Event marketing, Stakeholder engagement, Corporate Reputation building & Management

Notable consultancies: Makerere University retirement benefits scheme- (2023, 2022, 2021, 2020), UNDP -Uganda- Annual retreat 2021, Busitema University Academic Registrar’s Office (2022), Habitat for Humanity International (2017), Uganda Christian University Senior staff (2018 and 2019), Compassion international under their small scale business owners (Seeta CDC)-(2020), Mbuya parents staff school staff change management (2021), Current I am the communications consultant for the JRS biodiversity foundation funded project on site selection and protection of endemic papyrus biodiversity research project

Areas of expertise



Education Profile

- Ph.D. (Candidate) Business Administration (research area Digital Marketing) •Doing Business in Europe-Marketing (Hanze UAS- Netherlands)
- Master of Business Administration (MAK-Marketing)
- Master of Philosophy in Education - M.Ph.(NLA-Norway) Bachelor of Arts - BA Economics/Geography (UCU)
- DIP Educ (UCU) ICDL- South Africa

He is a communication, senior manager, marketing, education, management practitioner, training specialist of many achievements. He is formerly a lecturer and Associate Dean of the School of Business and Administration at Uganda Christian University.

He has served in several key strategy and top, middle and operational management positions. He led the UCU communications and marketing committee for years in crafting a cutting-edge strategy and guiding policy that built the university brand; He chaired several strategic committees as professional of multi skills.

He chairs the Board of Directors of Nezikookolima Junior school and the Chairs Nezikookolima investments club. He is the lead consultant for Yosef consults, Founder of the Ekurukuru sanctuary, UCU Manager, for the European Commission funded DALILA project on sustainable business and renewable energy - Total Grant total worth 999.937,00, he is member of the UCU- Business incubation Hanze foundation grant winning team, member of the UCU School grant winning team in the school of Business -PSFU and SDF Birding project.

Research Projects

Godfrey has done research in management and mentored hundreds of students in research works for undergraduates and Graduate levels largely in marketing and digital communication over the years.

1. Moses Lutwama: Impact of Job Design on Employee Satisfaction in Small Medium Enterprises (2009) MBA -completed - UMU
2. Mukasa Elizabeth: An investigation into determinants of limited performance of MFI (2009)- MBA Completed - UMU
3. Sr. Nabatanzi M. Immaculate: The contribution of internal control systems to the success of selected Catholic founded projects in kampala arch-diocese (2009)- MBA - completed - UMU
4. Omach Doe Olore: The impact of budgetary control on financial performance in the public sector -2013 MBA - Completed -UMU
5. Bwambale Robert: The Impact of leadership styles on the performance of human resource in local government institutions; a case of Kasese DLG (2013) MBA - Completed - UMU
6. Rev. Fr. Henry Drajeru: The effect of food security on house hold income - 2013 MBA - Completed- UMU
7. Bukirwa Grace: Challenges of customer handling procedures and their impact on customer satisfaction in the banking industry; a case of Post bank (2015) MBA - Completed- UMU
8. Namagera Victoria: contribution of workplace diversity on organisational performance (2015) MBA - Completed -UMU
9. Nakakande Jane: The effect of social network usage on employee performance in Uganda (2015) MBA - Completed -UMU
10. Nakibuuka Sandra: the effect of employee development on staff productivity in commercial banks (2015) MBA - Completed - UMU

Master Degree Dissertations supervised to completion

11. Tusiime John Bagambi: Effect of corporate social responsibility on profitability and the environment in the financial services industry (2015) MBA - Completed - UMU
12. Georgina Nakubulwa: The influence of customer relationship management initiatives on customer loyalty (2015) MBA - Completed -UMU
13. Gloria Ashaba: Promotional based systems and motivation in Uganda Police Force (2017) MBA - Completed - UCU
14. Patrick Tusiime: Social media advertisement: an empirical examination of Facebooks influence on consumer purchase decision of telecom products in Uganda (2017) MBA - Completed - UCU
15. Gerald Twesiime: Claims settlement and sale of insurance products in Uganda (2017) MBA - Completed -UCU
16. Wasswa Kiberu: E-commerce adoption and SME performance in Uganda (ongoing) (2019) MBA - Completed -UCU
17. Fortunate Oshemeire: online advertising and consumers' attitudes: a study of UCU (2017) MBA - Completed -UCU
18. Yvonne Kembabazi: The adoption of SNT's in Business Networking; a focus on Facebook in selected SME's of Mukono municipality (2019). MBA - Completed -UCU
19. John Khauka: Promotional Communications and Students decision to join private universities; a case study of Kumi University. 2022 Submitted for MA Strategic Communication -UCU
20. Trust Niwarinda: Social Media and Branding engagement; an assessment of Facebook usage on brand loyalty in selected insurance companies in Uganda. Submitted for MA in Strategic Communication 2022 -UCU

Publications

i. I have published with Lambert a book entitled 'Sharing the burden; prizes & costs of joint education provision in Uganda' ISBN. 978-3-659-47970-0

ii. I have also on NLA University College's Brage online website a thesis published by NLA's bibsys; <http://brage.bibsys.no/nla/bitstream>

Teaching at University

Godfrey has taught University since 2002 in disciplines of Economics, Marketing & entrepreneurship, Business Management and communication. He has also worked in four other Universities and other tertiary institutions of learning in Uganda.

Associate Dean

Associate Dean, Faculty of Business and Administration at Uganda Christian University

Notable Achievements

i. I participated in overseeing the formation of one new department raising to three the overall department number and participated in the quest of promotion of the Faculty to School status.

ii. I guided the faculty as Chair of the Faculty Collaborations committee to win three grants, Viz:

a. Faculty of Business Incubation centre Grant from Hanze University Foundation(Uganda shs 67 million(2019),

b. DALILA (Renewable energy total grant worth Euros 999.937,00 from European commission (2020-2023),

c. Birding Skills Facility grant from PSFU and SDF (Uganda shs 238,031,251)(2020-2021)

iii. As MBA coordinator I led a team that designed and Introduced the MBA program to UCU's campuses in Uganda which to date is one of the university's key programmes

iv. I am primarily responsible for managing the faculty programs in a very volatile market area; Kampala.

v. I supervised about 80 staff

Key Achievements (Uganda Christian University)

Chair, UCU Communication & Marketing Committee (2014- To March 2021- 7 years) Tasks: I lead a team that designed, revised and oversaw the implementation of: a. the University Communication and Marketing Policy; b. The University's Communication and Marketing strategy.

Achievements as chair:

- i. UCU's first Communication and marketing policy
- ii. UCU's first Communication and Marketing strategy
- iii. Introduced data and analytics-based decision-making (surveys, feedback systems)
- iv. Brand expansion and recognition: we have laid systems that championed a one brand Campus strategy with UCU's regional & constituency colleges.
- v. Introduced and led bi-weekly tactical- operational sessions branded 'war room'. These included marketing and communication campaigns bringing together all customer-facing offices for student recruitment and retention.
- vi. Website redesign and extension of communication and marketing engagement to digital, novel and evolving frontiers
- vii. Through system integration and engagement, I led to marketing becoming an integral part of the university's processes.
- viii. Streamlined the university's internal and external communication in line with existing policies.
- ix. Increased stakeholder engagement and invigoration
- x. As chair, I report to the Vice Chancellor and advise management on all communication and marketing issues, Viz: branding, publicity, recruitment, stakeholder engagement, etc

Key Achievements (Kabale University)

Head of Communication & Branding Officer (2021- To date)

Tasks: I lead the team Communication activities of the University across all digital platforms, traditional media platforms and manage the relationship with the University's publics and stakeholders. Among others I manage all events presided over by the Vice Chancellor and the Chancellor such as Graduations etc.

Awards won

- *The Employee of the year award- Frisk Norway 2010 -2011*
- *Award from Uganda Christian University for Outstanding Commitment & Dedicated Service as Associate Dean*

Community work

- *I am an active member in my church sts Philip and Andrews Cathedral*
- *I am a key stake holder in Kirowooza village stake holder forum and other community improvement projects*

Key Achievements at Kabale University- (continued)

- I introduced a quarterly University newsletter that details the news of the activities the University has undertaken in line with its mandate and reports about all the University stakeholders. This can be accessed via the link: <https://news.kab.ac.ug/newsletters/>
- I introduced analytics based digital media decision making. Website weekly analytics must be reviewed to inform the subsequent website engagement plan
- I Designed the University's Communication and Marketing Strategy
- I managed the University's first virtual graduation ever on 28th May 2021
- I initiated event marketing as a University marketing strategy where all university events such as graduation ceremonies, Community based ceremonies are cast in a manner that will give mileage to the university
- I initiated student led university promotion initiatives through videos and alumni testimonies on the website and you tube channel
- I managed the University's first online National Council of Higher Education exhibition. I led the production of the content.
- I managed the university's first virtual NCHE exhibition in 2021

Date: 20th 09 2022

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