

Summary biography

**GODFREY
JOSEPH
SEMPUNGU**



CONTACT

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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

Godfrey is a marketer with training in Uganda and Europe. He has 21 years of work in industry and Universities where he led multicultural teams in crafting and executing strategy. He has managed multicultural teams for national and international projects as a consultant. He has taught several courses at several universities at both the undergraduate and graduate levels. He has supervised over 20 master's students and hundreds of undergraduate students, as well as mentored many in industry and academia.

Because of his national and international professional achievements, he is distinguished as a '**Marketing Warrior**' by the Uganda Marketers Society (UMS), the professional body for marketers in Uganda! He also is a **Certified Mass Communication Professional** (CMCP#23061801). He is a disruptive marketing strategist with a specialization in marketing communication. He is an expert in digital and novel communications. His research interests are in areas of communication, complex sciences, marketing, sustainable business practices and conservation.

Throughout his career, he has worked in a variety of multicultural environments, both in Africa and Europe. Currently, he is serving as the Communication Consultant for the SEBU project administered by Kabale University, funded by the JRS Biodiversity Foundation. He led the UCU project team that won the consortium Erasmus+ Capacity Building in Higher Education (CBHE) on Renewable Energy & sustainable Business-DALILA project (2000-2024) that is funded by the European Commission. He also led the Kabale University team that won another consortium project NISHATI that will be funded by European Commission under CBHE (2024-2026). He has provided communication consultancy through Advanced Communications for USAID funded project FTI-AM-2023, etc

In addition, he was the KAB coordinator for the European Union-funded SPEAK-UP Jean Monnet project (2021-2024). In both Europe and Uganda, Godfrey has received awards for outstanding professional performance at work.

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

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.

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

Consultancy work

Notable consultancies: United National- International Organisation of Migration (2023) Makerere University retirement benefits scheme- (2023, 2022, 2021, 2020), United Nations - UNDP - 2021, SEBU- JRS Biodiversity Foundation funded project at Kabale University- 2023-2024, 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)

Areas of expertise

Communication

Marketing

Change Management

Economics

Team Building

Policy design

Networking

Digital marketing

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, and 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 Communication, 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
- ii. formation of one new department raising to three the

Key Achievements (Uganda Christian University)

Chair, UCU Communication & Marketing Committee (2014- To March 2021- 7 years)

Tasks: I led 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
- first Communication and marketing policy participated in the quest of promoting of the faculty to the school status
- ii. UCU's first Communication and Marketing strategy

promotion of the Faculty to School status.

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

Viz:

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

DALILA (Renewable energy total grant worth Euros 999.937,00 from European commission (2020-2024),

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

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

Chair University Communications and Marketing Committee

- 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

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 Andrew's 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. 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/>
- ii. I introduced analytics based digital media decision making. Website weekly analytics must be reviewed to inform the subsequent website engagement plan
- iii. I Designed the University's Communication and Marketing Strategy
- iv. I managed the University's first virtual graduation ever on 28th May 2021
- v. 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
- vi. I initiated student led university promotion initiatives through videos and alumni testimonies on the website and you tube channel
- vii. I managed the University's first online National Council of Higher Education exhibition. I led the production of the content.
- viii. I managed the university's first virtual NCHE exhibition in 2021

Referees

i. Rev Can Dr. John Senyonyi,
Vice Chancellor Emeritus
UCU
Email: jsenyonyi@ucu.ac.ug
Tel: 0772770801

ii. Prof Joy Kwesiga
Vice Chancellor Kabale
University
Email: jckwesiga@kab.ac.ug
Tel: 0772 485267

iii. Prof. Joseph Ntayi
Dean, Faculty of Computing &
Management Sciences
Email: ntayius@gmail.com
Tel: 0750000287

I declare that the above information is correct to the best of my knowledge

Date: 20th 09 2023



GODFREY SEMPUNGU