



GODFREY JOSEPH SEMPUNGU- MCIM

Marketer/Researcher/Consultant/Entrepreneur/Communicator



gsempungu@gmail.com



+256-755-942603
+256-781-942605



Mukono,

EDUCATION PROFILE

DEL F A1, French Language
**France Ministry of
Education**, Alliance Francaise
December 2022

Doing Business in Europe,
Marketing
**Hanze University of Applied
Sciences- Netherlands**,
Groningen
July 2017

Master of Philosophy in
Education
**NLA University College -
Norway**, Bergen City
February 2011

Master of Business
Administration, Marketing
Makerere University
Kampala, Kampala
January 2008

ICDL
South Africa,
2004

Bachelor of Arts (Economics &
Geography
Uganda Christian University,
Mukono
October 2002

PROFESSIONAL SUMMARY

A tested lecturer with 24 years of experience teaching multiple course units across several Ugandan universities. He combines academic theory with extensive professional field practice in multiple countries. He is a dynamic researcher of complex sciences and a scholar of disruptive technologies. He is a member of the Chartered Institute of Marketing -UK, a marketing strategist and a practising communications expert with proven impact. Recognised as a 'Marketing Warrior' by the Uganda Marketers Society, the professional body for marketers in Uganda, he is also certified in mass communication by the Canadian Institute of Mass Communication and in digital marketing by ICDL. He is a member of the Public Relations Association of Uganda-PRAU, the professional body for communication experts in Uganda.

He has successfully led multiple disciplinary teams on national and international projects. He currently leads Kabale University's research team for the three-year European Commission-funded MAPS project, coordinated by Sapienza University of Rome. The project conducts migration research across 10 African countries (2024–2027). Previously he led the Uganda Christian University team in the Sapienza University of Rome-led Erasmus+ capacity-building consortium project DALILA (2020–2023). He also leads Kabale University's team in the EU-co-funded NISHATI CBHE project (2024–2026). He chairs Kabale University's Innovations & Exhibitions Committee and is a member of the Board of the Uganda Government Communicators Forum Savings Credit Cooperative Organisation. He has provided consultancy services to multiple high-profile stakeholders and is the communications consultant for the JRS Biodiversity-funded SEBU project (2023–2026). He consistently delivers high-impact results and fosters collaboration among diverse stakeholders. He is a member of several university and community committees where he has technical expertise.

SKILLS

- Marketing
- Teaching
- Digital Marketing
- Team leadership
- Problem solving
- Communications
- Technology Implementation
- Strategic Planning
- Project Coordination
- Research skill

WORK HISTORY

February 2021 - Current
Kabale University - Head of Communications Branding and Marketing,

Diploma in Education,
Education
Uganda Christian University,
Mukono
October 2002

Doctor of Philosophy in
Business Administration,
Marketing
(Cand)

LANGUAGES

English - Expert



Native or Bilingual

Luganda - Expert (Native)



Native or Bilingual

Lusoga



Professional Working

French - A1 (DELF)



Limited Working

Norwegian - Basic



Elementary

Kiswahili



Professional Working

Runyakitara -



Limited Working

Kabale – Full time

Principal Communications & Branding Officer. Experienced in developing communications policies, strategies, managing institutional campaigns and events, producing publications and multimedia, coordinating all communications and building communications capacity across faculties and non-academic units. Combining strong project management, editorial and facilitation skills with experience supporting development partners, higher-education consortia and government stakeholders to deliver measurable visibility and engagement outcomes.

Experienced in developing communications policies, strategies, managing institutional campaigns and events, producing publications and multimedia, coordinating all communications and building communications capacity across faculties and non-academic units. Combining strong project management, editorial and facilitation skills with experience supporting development partners, higher-education consortia and government stakeholders to deliver measurable visibility and engagement outcomes.

January 2017 – Current – Part time

Yosef Consults - Principal Consultant, Mukono

Principal Consultant, Yosef Consults

Senior organisational development specialist with over 22 years' experience designing and delivering change management team-building and capacity-strengthening interventions. Past consultant engagements include UN-IOM Uganda, UNDP-Uganda, USAID-Health Partners, Makerere University, Mbarara University of Science and Technology, Uganda Christian University, Kabale University and other public and development institutions. Combines practical consulting delivery with strong facilitation project management and monitoring skills to embed sustainable institutional change.

July 2008 - Current -Part time

Uganda Christian University; Uganda Martyrs University; Kabale University - Researcher, Kampala

An experienced academic researcher and mentor who has supervised over 70 undergraduate students at three Ugandan universities and over 25 Master's dissertations to completion. He has led multiple interdisciplinary research teams. Currently he is the team leader of Kabale University's research group participating in the three-year MAPS (Migration Action Plan for Sub-Saharan Africa) project coordinated by Sapienza University of Rome. The project aims to support local governments in Sub-Saharan Africa by producing high-quality, evidence-based research on the drivers of migration. He has demonstrated expertise in mixed methods research design project coordination capacity building and stakeholder engagement to translate evidence into policy-relevant outputs.

Among others he has supervised the following Master Thesis to completion:

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**

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 Facebook's 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. **2023 MA Strategic Communication -Completed -UCU**

20. Trust Niwarinda: social media and Branding engagement; an assessment of Facebook usage on brand loyalty in selected insurance companies in Uganda. **MA in Strategic Communication - Completed - UCU (2023)**

21. Duncan Barasha: The effectiveness of social media marketing techniques in improving customer attraction amongst selected SME's in Kampala- **MBA - 2026- Submitted for examination**

22. Jackie Namiya: Analysis of the influence of sustainability management strategies on supply chain performance of sugar cooperation of Uganda limited - **MPSCM -submitted for Examination**

23- Ivan Byamukama: Regulatory Frameworks on cross border payment efficiency at Equity bank- **MBA 2026 - submitted for examination**

24- Susan Nabakiibi : Remote work approaches on employee commitment in selected MTN outlets in Kampala central business district- **Proposal submitted**

October 2002 - Current – Part time

Uganda Christian University, Uganda Martrys University, Muteesa 1 Royal University, Institute of Petroleum Studies Kampala, Kabale University - Lecturer, Kampala

i. An experienced lecturer who has taught multiple course units across several universities, blending academic theory with extensive field practice since 2002.

ii. Trained numerous professionals through short courses and continuous professional development programmes using real-life case studies and applied assignments to bridge classroom learning and workplace application.

iii. Expertise in curriculum design and review, developing competency-based modules and assessment frameworks.

iv. Proven ability to lead and collaborate with multi-disciplinary teams to deliver high-quality academic programmes.

April 2021 - August 2024 – Full time

Kabale University - Senior Communications and Branding Officer, Kabale
Disruptive marketer, brand storyteller and strategic communicator who transformed Kabale University's voice and visibility. Godfrey built and scaled the Communications & Branding Department into a proactive centre of excellence. He modernized digital platforms, media relations and content

production to amplify the university's profile locally and regionally. Launched signature campaigns, refreshed institutional identity touchpoints, and forged media and stakeholder partnerships that increased engagement, enrollment interest and reputation. For the first time in history Kabale University grew in rankings to become ranked 7th among over 63 Universities in Uganda (Webometrics). He is skilled at turning complex institutional priorities into clear narratives, mentoring communication teams, and aligning branding with university strategy to sustain long-term visibility and stakeholder trust.

October 2016 - March 2021 -Full time

Uganda Christian University - Associate Dean School of Business,

Led the transformation of the Faculty of Business into the School of Business, driving strategic restructuring, institutional governance and program development. He oversaw the Kampala campus and chaired the School's Postgraduate Committee and the Partnerships & Collaborations Committee. He guided curriculum approvals for undergraduate and postgraduate programmes, research supervision frameworks and external linkages. He led the establishment and launch of multiple new academic programs in Business & Economics and related disciplines, helping the School grow into the university's most populous faculty with over 3,000 students and 14+ academic programs. Godfrey supervised and coordinated a team of over 80 faculty staff across teaching, research and community-engagement activities. Godfrey led the establishment and launch of multiple new academic programs, coordinating stakeholder consultations, accreditation processes and resource planning. This was done to expand the School's offerings and institutional footprint relating university programmes to the industry.

October 2015 - March 2021 – Part time

Uganda Christian University - Chairperson of the Communications and Marketing Committee, Mukono

Established institutional communications and marketing direction as chair of strategy and policy committee. Drafted UCU's first communication and marketing policy alongside inaugural strategy. Unified messaging through "One Brand UCU" initiative, enhancing visual identity across campuses. Coordinated impactful campaigns that elevated UCU's profile, maintaining a top national ranking. He led stakeholder engagements that significantly raised UCU's profile, helping the university maintain a consistent No. 2 national ranking at the time (Webometrics) and recognition among the top 50 Christian universities globally.

KEY ACHIEVEMENTS (UGANDA CHRISTIAN UNIVERSITY)

Chair of committees: Communication & Marketing Committee (2015-To March 2021) & Chairperson e-Learning committee (2014- 2017) and Vice Chairperson Crisis Task force during Covid.

Some of the achievements as Chairperson were:

- i. Vice Chairperson of the Covid-10 Taskforce response committee and chaired the University take-home exam committee
- ii. Designing UCU's first Communication and marketing policy
- iii. I introduced data and analytics-based decision-making (surveys, feedback systems)
- iv. Brand expansion and recognition: we 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
- vi. Through system integration and engagement, I led to marketing becoming an integral part of the university's processes.

- vii. Streamlined the university's internal and external communication in line with existing policies.
 - viii. Increased stakeholder engagement and invigoration
 - ix. As chair, I reported to the Vice Chancellor and advised management on all communication and marketing issues, Viz: branding, publicity, recruitment, stakeholder engagement, etc
 - x. I was the chairperson of the University e-learning committee and guided the first e-Learning strategy of the university plus overseeing the establishment of the e-Learning Centre.
 - xi. As e-Learning Vice chairperson, i participated in the drafting of the inaugural e-Learning policy.
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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. Designed the University's Communication and Marketing Strategy
 - iv. Managed the University's first virtual graduation ever on 28th May 2021
 - v. 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. Initiated student led university promotion initiatives through videos and alumni testimonies on the website and you tube channel
 - vii. Managed the University's first online National Council of Higher Education exhibition.
 - viii. Managed the university's first virtual NCHE exhibition in 2021
 - ix. Managed the Brand asset realignment (letterheads, Stamps, staff and student identity cards
 - x. Introduced the University into strategic international networks local and international
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TEACHING AT UNIVERSITY

Godfrey has taught at University level in Uganda since 2002 in disciplines of Marketing, Economics, Entrepreneurship, Business Management and communication. He has also worked in four other Universities and other tertiary institutions of learning in Uganda. He has mentored students in South Sudan for nine years during apprenticeship. He has participated in designing multiple university curriculum for undergraduate and post graduate programmes.

CONSULTANCY WORK

Notable consultancies:

Under the Yosef consults he has conducted consultancy assignments in change management, communication, entrepreneurship, team building for the following clients:

- i. Mbarara University of Science Top Management retreat 2025;
- ii. Health and Rights Initiative (HRI) 2025;
- iii. USAID-Health Partners (2023);
- iv. United Nations - International Organisation of Migration staff retreat (2023);

- v. Amazima Ministries Njeru (2023);
 - vi. Mbuya Parents School (2024);
 - vii Makerere University retirement benefits scheme -MURBS (2023, 2022, 2021, 2020);
 - viii. United Nations - UNDP - 2021;
 - ix. SEBU- JRS Biodiversity Foundation funded project -2023-2024;
 - x. Busitema University Academic Registrar's Office (2022);
 - xi. Habitat for Humanity International (2017);
 - xii. Uganda Christian University Senior staff (2018 and 2019);
 - xiii. Compassion international under their small scale business owners (Seeta CDC)-(2020);
 - xiv. Mbuya parents staff school staff change management (2021, 2024)
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AREAS OF EXPERTISE

- Communication
 - Marketing
 - Economics
 - Entrepreneurship
 - Change Management
 - Team Building
 - Policy & strategy design
 - Networking
 - Digital marketing
 - Crisis management
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WORKSHOPS AND TRAINING ATTENDED

- Human Subjects Protection Course (HSPC) By Uganda National Council for Science & Technology (2021)
- Corporate Social responsibility Chain Link by Institute of Corporate Governance of Uganda (2008)
- Interviewing skills training - by Federation of Uganda Employers (2018)
- Moodle for Academia - By Virtual University of Uganda (2015)
- Training of Trainers for DALILA (Renewable energy, Green Business, Gender, environment and Circular Economy) University of Cadiz in Spain (2023)
- Uganda Marketers Society Fireplace 2024
- DALILA - Renewable Energy Conference - State University of Zanzibar (2023)
- DALILA conference (Renewable Energy & Green Economy) in UCU & UMU (2023)
- European Union Grant Holders Conference - European Commission (2024)
- NISHATI workshop - Sapienza University of Rome (2024)
- MAPS conference- Dar- Es- Salaam 28th July 2025
- MAPS Summer school in Nairobi July 2025
- MAPS summer school in Dar-es-Salaam February 2026

PUBLICATIONS

- Sharing the burden; prizes & costs of joint education provision in Uganda' ISBN. 978-3-659-47970-0
- Joint Education Provision: A Relief or Challenge to Quality Education Services in Uganda. "A Study in Buganda Region". (<https://idr.kab.ac.ug/items/2ca9b719-7d53-4874-b146-636438f9246c>)
- <https://idr.kab.ac.ug/items/27f56d24-647f-4fe2-a3b7-a370589e1304>
- <https://idr.kab.ac.ug/items/12e80446-f29f-4b5b-8554-99d31d227a28>
- <https://idr.kab.ac.ug/items/bdd03ce3-733e-4340-b22b-4b6e2c795c6c>
- <https://idr.kab.ac.ug/items/bba04ee4-9cea-4389-8d95-91eed6c682e3>
- <https://idr.kab.ac.ug/items/2ca9b719-7d53-4874-b146-636438f9246c>
- <https://idr.kab.ac.ug/items/f5a46d72-4060-41ec-b11e-7b8941bcfed>

COMMUNITY WORK

I am an active member in my church Sts. Philip and Andrews Cathedral;
I am a key stakeholder in Kirowooza village stakeholder forum and other community improvement projects.

Chairperson of the Kazinga Preparatory School Management Committee

AWARDS WON

- i. The Employee of the year award- Frisk Norway 2010 -2011;
 - ii. Award for Outstanding Commitment & Dedicated Service as Associate Dean School of Business - Uganda Christian University
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REFEREES

1. Prof Joseph M Ntayi

Dean - Emeritus

Faculty of Computing &

Management Sciences - Makerere University Business School

Email: ntayius@gmail.com

Tel: +256- 7050000287

2. Prof. Joy C Kwesiga

Vice Chancellor Kabale University

Email: jckwesiga@kab.ac.ug

Tel:+256- 772485267

3. Rev Can Dr. John Senyonyi

Vice Chancellor- Emeritus

Uganda Christian University

Email: jsenyonyi@gmail.com

Tel: +256-772770801