


# HILDA MORAA

Innovator | Author | Mentor



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## STRENGTHS

 FinTech | Innovation | Entrepreneurship | Strategy & Business Development | Venture Builder

## EXPERIENCE

### Founder & CEO

**Pezesha (Meaning, Financial Empowerment)**    11/2016 - Ongoing  
Nairobi, Kenya

A Digital Financial Services marketplace for MSMEs in Africa

- The next frontier Digital Financial Exchange for the MSMEs in Africa, starting with Kenya.
- I am responsible for the strategy, innovations, business development, market expansions strategy and resource management of the entire company.
- Implementing the organization's vision, mission, and overall direction.
- Achievements: Increased revenue to 50% MoM, Raised Seed Funding of more than \$1m in which 81% is from strategic local investors, built a strong team of 15 individuals, strong foundations and 20+ strategic local and global partnerships to propel scale

### Fintech Consultant

**Fintech startups**    06/2015 - 10/2016    Nairobi, Kenya

Took a break after the acquisition of WezaTele to work with other Fintechs. Here I applied my WezaTele lessons and also learnt a lot about scaling innovations.

- Worked with M-kopa to design and implement technical team talent retention strategies
- Worked with PesaZetu to help them with the innovation strategy, local teams and identify strategic partners
- Conducted diverse Fintech innovations market research locally and globally through a 2-weeks travel to Silicon Valley under the BlackBox Program

### Merger & Acquisition (M&A) Integration Lead

**Jumo.world (Formerly Known as AFB)**    12/2014 - 05/2015  
Nairobi, Kenya

Fintech Marketplace

- Led and executed the entire WezaTele M&A by Jumo.world, from Due Diligence Planning, Negotiating and Closing the deal in 6 months.
- Integrated WezaTele's technical team and resources in Jumo.world successfully.
- Led the strategy and developments of new innovations and channels in the SME space
- Achievements: Deal value \$1.7m

## ACHIEVEMENTS

 **Keynote Speaker**  
Alongside President Barack Obama, I was the other Keynote Speaker at the Global Entrepreneurship Summit 2015. Read my GES speech on the power of Belief here <https://hildamorara.com/index.php/ges-speech/>

 **My innovations experiences have contributed in shaping the larger Kenyan tech ecosystem**  
Key achievements from my successful acquisition of WezaTele as the first EA tech startup exiting at a 20x return for investors. Ripple effect of more successes and \$m+ Fintech investments locally. Being part of the founding team of iHub Research in mapping the tech & innovation landscape by well understanding the gaps and opportunities for tech & entrepreneurship in Africa has led to the deeper understanding and more long term solutions at scale level from innovation Hubs.

 **My Mentorship Series**  
I mentor, inspire and encourage more than 200+ young aspiring and existing entrepreneurs. I do this on a voluntary basis in collaboration with Academia to reach and train more young people on Entrepreneurship & Innovation as a means to create jobs for the youth now and in the future. My participation in strategic leadership fellowship programs such as Obama Leaders in Africa, Young Visionary Fellowship and Austrian Leadership Program among others contribute to shaping my leadership and mentorship skills and pass them on to generations.

## I FLUENTLY SPEAK & WRITE

English & Swahili    Native ●●●●●

## MY PURPOSE

*To make a difference and create long term impact in my day to day work and life by leaving a legacy. A legacy that the generations can learn from and do better than me.*

## EXPERIENCE

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### Founder & CEO

**WezaTele**

📅 09/2011 - 04/2015 📍 Nairobi, Kenya

Leading mobile based innovations provider in supply chain & last mile of distribution

- Responsible for the strategy, innovations, business development, market expansions strategy and resource management of the entire company.
- Implementing the organization's vision, mission, and overall direction.
- Tripled the revenue from \$5000 per month to \$15,000 per month by end of year 3 of operation.
- Built the best local tech talent of 6 developers whom were later absorbed in the Jumo team acquisition.
- Closed strategic global distribution companies such as CocaCola, IBM, Copia Global, Kenblest and Bayer to work with us as our partners to bring growth and scale in the business.

### iHub Innovation Hub Research Strategist & Senior Researcher

**iHub**

📅 07/2011 - 12/2013 📍 Nairobi, Kenya

The First Innovation Hub & ICT Research Hub in Nairobi, Kenya

- I was part of the founding team in setting up iHub Research and its strategy and core objectives
- Led all the related innovations & ICT Entrepreneurship Projects from strategy, proposal writing, talent acquisition to implementation phase across Africa
- Successfully closed innovation projects contributing to more than \$1m revenue & grants from iHub Research.

### Master Data Analyst & Innovations Implementer

**CoCa-Cola Sabco**

📅 05/2009 - 09/2010 📍 Location

Leading Distributor of Coca-Cola Beverages & FMCG related products

- Was part of the data team and was responsible for data analysis on daily sales performance from the distribution centres.
- Increased efficiencies at the distribution centres by 20% through use of tech and innovation implementation.
- Using data driven strategies, I led the strategy of mobility solutions for last mile distribution in driving top-down visibility and scale.

### Computer Lab Coordinator

**Strathmore University**

📅 2008 - 07/2009 📍 Location

Private Higher Education Institutions

- Provided training of computer use to students
- Provided technical support and assistance to students undertaking ICT courses
- Increased students productivity to more than 40% through effective support & monitoring of issues reported by the students.

### IT Intern in Asset Management & ERP Implementation

**TechBiz**

📅 04/2008 - 06/2008 📍 Location

Asset Management & ERP solutions provider

- Assisted in training and implementation of in house related solutions and modules increasing partner and teams efficiency and productivity from 20% to 50%.

## KEY PUBLICATIONS

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### GSMA Digital Entrepreneurship & Innovation Research Project

**Published Report by GSMA**

*Hilda Moraa, GSMA Team*

📅 2013

🔗 <http://www.gsmaentrepreneurshipkenya.com/>

The research aimed at understanding the key needs and gaps in the tech & Innovation sector in Kenya. I spearheaded the entire research and interviewed more than 200+ tech & innovation startups in more than 5 key counties in Kenya to better understand the innovation landscape, its gaps and future opportunities.

### Digital Jobs & Innovation Research

**Published Report by Rockefeller Foundation**

*Hilda Moraa, Adam Chagani*

📅 2014

🔗 [https://files.ihub.co.ke/ihubresearch/jb\\_RockefellerFoundationReportpdf2014-11-24-12-04-22.pdf](https://files.ihub.co.ke/ihubresearch/jb_RockefellerFoundationReportpdf2014-11-24-12-04-22.pdf)

To catalyze new, sustainable employment opportunities and skills training for Africa youth, with a focus on the ICT sector. With a vision of creating millions of digital jobs for the youth by vision 2030.

### Comparative Research study on innovation Hubs across Africa

**Published Report by iHub**

*Hilda Moraa*

📅 2013

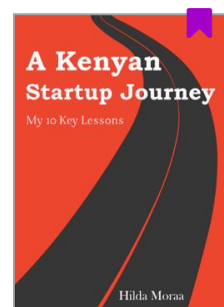
🔗 <https://ihub.co.ke/blogs/13733/comparative-study-on-innovation-hubs-across-africa>

The Research study aimed to understand the different models of Hubs across Africa, their challenges and lessons learned. The research findings and recommendations I made from this study, have been implemented across many Hubs with clear monitoring and evaluation mechanisms that I developed.

MY BOOK: FIND IT HERE

[HTTPS://HILDAMORARA.COM/](https://hildamorara.com/)

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A Kenyan Startup Journey

**Hilda Moraa**

## EDUCATION

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### Masters in Entrepreneurship & Innovation

Jomo Kenyatta University of Agriculture and Technology

📅 2011 - Ongoing

### Bachelor in Business in Information Technology (BBIT)

Strathmore University

📅 2008 - 2011

### Diploma in Business in Information Technology (DBIT)

School or University

📅 2006 - 2008

### Secondary Education

Loreto High School Limuru

📅 2002 - 2006

## HOBBIES

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Mentoring | Yoga & Meditation | Farming



Values & Traits: Integrity, Excellence, Effectiveness, Diligent, Strategic, Innovative

## AWARDS & RECOGNITIONS

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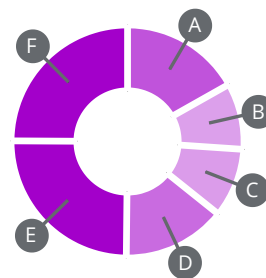
Top 200 Obama Leaders in Africa in 2019, Top 40 under 40, Africa's Top 10 Tech pioneers, Austrian Leadership Award, Forbes Top 30 most promising tech African innovators, Young Visionary Fellowship Program, Mobile Bootcamp Award by ICT Board. Quartz Africa top 30 innovators in 2018.

## REFEREES: UPON REQUEST

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## AS A LEADER I SPEND MOST OF MY TIME.....

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- A Planning
- B Innovation Strategy & Ensuring Vision alignment and Execution
- C Business Development & Strategy
- D Talent & Culture Development
- E Mentoring
- F Staying updated with market trends & dynamics.