

ODHIAMBO BRIAN OTIENO

COMMUNICATIONS STRATEGIST • CO-FOUNDER, AFRICA INSIGHT PARTNERS • FOUNDER, SWIFT FORUM • LECTURER • JOURNALIST

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Nairobi, Kenya

*Public Relations and Communications Strategist with over a decade of experience in communication and media studies, public relations, professional writing, and journalism. Co-founder of **Africa Insight Partners** (pharmaceutical & medical market research) and founder of **Swift Forum** (national-issues think tank). Frontline service in national women-led political communication, county-government media, academic instruction, and grassroots civic-campaign leadership.*

CORE COMPETENCIES



SELECTED MAJOR ACHIEVEMENTS

Press Secretary to H.E. Mama Ida Odinga, E.G.H. | 2019–2022

- ✓ Coordinated communication between the office and the media; prepared speeches and talking points for meetings, press conferences and public lectures.
- ✓ Sustained press coverage of her events and prepared press releases on public-interest questions, including throughout the 2022 General Election.

SELECTED MAJOR ACHIEVEMENTS (continued)

Part-Time Lecturer — Department of Communication, Maseno University | 2016–2019

- ✓ Convinced the departmental board to introduce **Documentary and Online Journalism** as Diploma units; initiated weekly field visits for students.
- ✓ Led Maseno 3rd- and 4th-year students to **Runner-Up** in the PRSK Pre-Exposure Prophylaxis campaign-plan competition, September 2017.

Lead — National #LINDAKESHO Campaign Against Teenage Pregnancies & Early Marriages | June 2019 – December 2022

- ✓ Team leader and chief spokesperson; made media appearances, interviews and released campaign reports; served as grant writer and chief resource mobiliser.

CAREER HIGHLIGHTS

Co-Founder

2024 – DATE

Africa Insight Partners

MARKET RESEARCH & INSIGHTS FOR THE PHARMACEUTICAL AND MEDICAL WORLD

- ▶ Co-founded a research consultancy delivering **market insights through primary and secondary research** for major pharmaceutical companies and the wider medical industry across the African market.
- ▶ Lead client-facing engagements covering research design, data collection, analysis, and the production of strategic insight reports that inform commercial and product decisions.
- ▶ Built and now oversee partnerships with healthcare providers, prescribers, and patient groups to source authentic field intelligence.

Founder

2021 – DATE

Swift Forum — National Issues Think Tank

CONVENING, DELIBERATION & SOLUTIONS FOR NATIONAL ISSUES

- ▶ Founded **Swift Forum** in 2021 as a Kenyan think tank dedicated to **training, deliberating, and providing solutions to national issues of concern** — convening policy thinkers, civic leaders, and subject-matter experts.
- ▶ Steer regular forums, training engagements, round-tables, and the Forum's research, publications, and advocacy outputs that feed into public discourse and policy conversations.

CAREER HIGHLIGHTS (continued)

Grant Writer & Public Relations Manager

APRIL 2023 – DATE

Kenya Children's Fund (KCF)

KEY CONTRIBUTIONS & RESULTS

- ▶ **Strategic Plan Development:** Led the technical team in developing the 2nd Strategic Plan for Kenya Children's Fund for the years 2023–2028.
- ▶ **Resource Mobilisation:** Engaged with potential international donors and donor markets for intended projects.
- ▶ **Grant & Proposal Writing:** Developed grant requests and proposals for various projects to be undertaken in 2023–2028.

Press Secretary & Head of Programs

JUNE 2019 – DECEMBER 2022

Ida Odinga Trust (I.O.T.)

MEDIA RELATIONS MANAGEMENT & LEADERSHIP FOR THE IDA ODINGA TRUST

- ▶ Sustained media relations through frequent and timely press-release sharing, press-conference organisation, and answering journalists' questions on behalf of the organisation and the patron.
- ▶ Oversaw the day-to-day running of the Trust's programmes and activities — managing recruitment of programme staff as well as report writing for media consumption.

Part-Time Lecturer

SEP 2016 – AUG 2019

Department of Communication, Maseno University

TRAINING

- ▶ Trained Journalism and Communication students in media functionality.
- ▶ Assisted in formulation of relevant training units.
- ▶ Routine setting and marking of examinations.

Communications Assistant

JUNE 2015 – AUG 2017

Office of the 1st Governor, Kisumu County Government

MEDIA MANAGEMENT

- ▶ Production of written news briefs, audio and video copies for the media, and sharing with media houses not on ground at time of coverage.
- ▶ Press release writing and press-conference organisation.
- ▶ Coordinating with media houses on interview schedules, questioning and topics on behalf of the Governor for early preparations before live appearances.

SOCIAL MEDIA MANAGEMENT

- ▶ In charge of postings on the Governor's social-media handles and accounts.
- ▶ Responding to questions and interacting with the residents on behalf of the Governor.
- ▶ Designing graphics and social-media news releases for posting on social-media sites.

Rehema Physiotherapy Center, City of Kisumu

- ▶ Setting up equipment and showing patients how to use mobility aids.
- ▶ Helping patients prepare for treatment (including assistance with dressing and undressing).
- ▶ Working on exercises with patients.
- ▶ Writing reports and updating patients' records.

EDUCATION & CREDENTIALS

Bachelor of Arts — Communication and Media Technology with IT

Maseno University | Second Class Honours — Upper Division

2012 – 2016

Kenya Certificate of Secondary Education

Rang'ala Boys High School | Grade B- (57 points out of 100)

2008 – 2011

LANGUAGES

English — Excellent (Spoken & Written)

Kiswahili — Fluent (Spoken & Written)

Dholuo — Native

PROFESSIONAL REFERENCES

Dr. Charles Nyambuga, PhD

*Head, Department of Communication (2017–2019),
Maseno University*

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H.E. Dr. Mama Ida Betty Odinga, E.G.H.

Patron & Founder, Ida Odinga Trust

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Dr. Neema Mbaruku

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