

MAUREEN NELIMA JUMA

CERTIFIED SIYB TRAINER | SESD & BDS FACILITATOR | AGRIBUSINESS PROFESSIONAL

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PROFESSIONAL PROFILE

Certified SIYB Trainer and Agribusiness professional with 3+ years of experience facilitating entrepreneurship, social-emotional skills, business development and financial literacy training for youth, MSMEs, farmers and community groups. Experienced in participatory and learner-centred facilitation, youth mentorship, business advisory and enterprise development. Direct experience delivering SESD training under SIYB Africa and Business Development Services (BDS) under the NYOTA Project through Poise Fin Consultancy. Brings practical expertise in agribusiness advisory, market linkages, innovation and climate-smart enterprise development. Passionate about equipping young people and entrepreneurs with practical skills that strengthen enterprise readiness, confidence and sustainable livelihoods.

CORE COMPETENCIES

- SIYB Training & Facilitation
- SESD & Youth Development
- Business Development Services (BDS)
- Entrepreneurship & MSME Development
- Financial Literacy & Business Planning
- Mentorship, Coaching & Participatory Learning
- Agribusiness & Enterprise Development
- Stakeholder Engagement, Monitoring & Reporting

PROFESSIONAL EXPERIENCE

SIYB AFRICA

SESD Facilitator – Short-Term Consultancy | 2026

- Facilitated Social Emotional Skills Development (SESD) sessions for youth using participatory and learner-centred methodologies.
- Delivered interactive sessions focused on self-awareness, communication, teamwork, leadership, resilience, decision-making and problem-solving.
- Used practical exercises, group discussions, reflection and experiential learning to encourage active participation.
- Created an inclusive learning environment that encouraged participants to reflect, engage and apply social-emotional skills in real-life situations.
- Provided guidance and mentorship to support participants' personal and professional development.
- Monitored participant engagement and supported documentation of training outcomes and programme activities.

POISE FIN CONSULTANCY

Business Development Services (BDS) Consultant – NYOTA Project

- Delivered Business Development Services training and support to youth participating in the NYOTA programme.
- Facilitated practical sessions on entrepreneurship, business models, business planning, financial literacy and enterprise management.
- Supported young entrepreneurs to identify viable business opportunities and develop practical approaches for starting and growing their enterprises.
- Provided guidance on budgeting, record keeping, cost management and business decision-making.
- Supported participants to understand customer needs, market opportunities and enterprise growth strategies.
- Provided mentorship and follow-up support based on individual and business needs.
- Supported participant monitoring, documentation and reporting of BDS activities.

ENTREPRENEURSHIP & LIFE SKILLS TRAINER

2022 – Present

- Train youth and MSME entrepreneurs on socio-emotional skills, entrepreneurship fundamentals, business models and financial literacy.
- Facilitate practical sessions on business idea development, simple business planning, record keeping and decision-making.
- Train youth innovation groups on innovation development, climate change solutions and sustainable entrepreneurship.
- Apply participatory and learner-centred approaches appropriate for youth and adult learners.
- Facilitate community and group-level entrepreneurship and life-skills training.
- Support participants to translate knowledge gained through training into practical enterprise and livelihood activities.

BUSINESS ADVISOR

June 2025 – Present

- Provide business advisory support to MSMEs on budgeting, cost control and basic business planning.
- Support entrepreneurs to understand markets, product quality and customer needs.
- Guide small businesses in adopting simple digital tools for record keeping and sales tracking.
- Provide practical support to entrepreneurs in identifying opportunities to improve business performance.

AGRIPRENEUR / FIELD OFFICER

January 2025 – May 2025

- Provided agribusiness advisory and agricultural extension support to farmers.
- Collected and maintained farmer profiles using the Know Your Farmer (KYF) application.
- Linked farmers with markets and facilitated access to agricultural inputs.
- Provided practical guidance on production, enterprise development and market opportunities.
- Coordinated soil testing services with agricultural research institutions.
- Supported field-level farmer engagement, data collection and documentation.

RESEARCH ASSISTANT – SHORT-TERM ASSIGNMENT

June 2025

- Collected farmer data on castor seed production using structured data collection tools.
- Provided basic advisory support to farmers on production costs and profitability.
- Conducted data entry, verification and basic reporting.
- Maintained accurate field records to support programme analysis.

COUNTY GOVERNMENT OF MAKUENI

Agriculture, Livestock & Fisheries Department – Attaché

June – August 2023

- Supported county agricultural development and food-security activities.
- Participated in agricultural exhibitions and value-chain activities.
- Supported farmer and community sensitization on agro-nutrition and food security.
- Assisted with farmer training, field activities and preparation of reports.
- Supported engagement with farmers and community groups.

EDUCATION BACKGROUND

EGERTON UNIVERSITY

Bachelor of Agribusiness Management

2019 – 2023

MAKUENI GIRLS SECONDARY SCHOOL

Kenya Certificate of Secondary Education (KCSE)

2014 – 2018

PROFESSIONAL CERTIFICATIONS & TRAINING

- Certified SIYB Trainer – Start and Improve Your Business

TECHNICAL SKILLS

Training & Facilitation: Participatory facilitation, youth training, mentorship, coaching, group facilitation and training documentation

Business & Enterprise: Business planning, financial literacy, business models, MSME advisory, market linkage and enterprise development

Digital & Data: Microsoft Office, digital record keeping, data collection, data entry and reporting

LEADERSHIP & COMMUNITY ENGAGEMENT

Vice Chair – Machakos–Kitui Diocese Egerton Students Association | 2021 – 2022

Youth Secretary | 2018 – 2019

Class Prefect – Makueni Girls Secondary School | 2014 – 2018

PROFESSIONAL REFEREES

Francis Odiwuor

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