



**Robert Mwesige**

**Human Resource (HR), AI, and Marketing Expert**

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## PROFILE

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I am A Highly Accomplished Professional, Holding Certifications as A Trainer from the [International Labour Organization](#) (ILO) And the Bank of Uganda (BOU) And as A Digital Marketing & Artificial Intelligence (AI) Expert, Certified by Google, The HubSpot Academy, The University of Leeds, ClickStart, Accenture, International Organisation of Employers (IOE), Microsoft, and sOpenClassrooms. I Was Admitted as A Full Member of The Chartered Institute of Management and Leadership, USA, On 1<sup>st</sup> April 2025. I am also a member of the Uganda Financial Literacy Association (UFLA)

I Received Accreditation as A Certified Management Consultant (CMC) and A Fellow Certified International Management Consultant (FCIMC) Designation from the International Certified Management Consultants (International CMC Organisation) in February 2026.

I Received an Executive Master of Business Administration (EMBA) at Quantic School of Business and Technology in Washington, DC, USA. I also graduated with an MBA in Marketing at the 14<sup>th</sup> Convocation of Dr. D. Y. Patil Vidyapeeth, Pimpri, Pune, India, in August 2023. I hold a First-Class Honors Degree in International Development Studies from KYU, Kampala.

I'm the Senior Manager of HR & Business Services at Houston Executive Consulting, where I excel in high-level consulting assignments, including strategy development, executive coaching, and training. He is also a skilled Content Designer (Web Editor) and Online Marketing Expert at [Geotech ICT Consulting](#). I'm the Founder and CEO of [Guiding Lads Uganda Ltd](#), a tour and travel company, and [Tooro Environment Stewardship for Sustainable Development](#) (TESSD), an environmental conservation NGO. I demonstrate a solid commitment to entrepreneurship and sustainability. I am a prolific copywriter, producing insightful articles on Human Resources, Financial Literacy, and Business Management.

I spend my Free Time Enjoying Live Bands That Play Ugandan Afrobeat Songs, Gospel Music, South African Oldies, Congolese Soukous, and Ballroom Rumba, Featuring Beautiful Rhythms, Melodies, And Lyrics.

**Featured Thought Leader:** Watch my expert spotlight on international business consulting and global strategy on the **Houston Executive Consulting** YouTube Channel

👉 <https://youtu.be/02BloHOfjRs>

## PROFESSIONAL EXPERIENCE

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### A. Houston Executive Consulting Limited – Senior Manager HR and Business Services,

**Houston Executive Consulting Ltd – (January 2023 – to date, full-time)**

#### Essential Duties:

As a **Business Management Consultant**, I analyze business operations, identify inefficiencies, and provide strategic solutions to enhance performance, profitability, and organizational growth. As an **Expert Digital Marketer**, I develop and execute data-driven marketing strategies, leveraging SEO, social media, PPC, and content marketing to boost brand visibility, engagement, and conversions. In **Sales**, I drive revenue growth by crafting effective sales strategies, building strong client relationships, negotiating deals, and optimizing sales processes to exceed targets. As an **HR Specialist**, I manage recruitment, employee relations, performance evaluations, and compliance, fostering a productive workplace culture that aligns with our company's and clients' organizational objectives.

#### Achievements

- **In July 2024**, I secured a lucrative contract with Platinum Credit Uganda Limited under an MOU to provide Learning and Development Services, with HEC being the best-evaluated bidder. Successfully secured a significant \$7520 (UGX 28,000,000) contract with Platinum Credit Uganda Limited. This contract was awarded under a Memorandum of Understanding (MOU) for Learning and Development Services, where HEC was the highest-rated bidder.
- **From March 4th to 7th, 2024**, I was the lead facilitator for the four-day Workplace Code of Ethics and Professionalism training program for Ministry of Energy and Mineral Development (MEMD) employees.
- **In February 2023**, I secured a contract for training with YALELO Uganda, worth UGX 13,800,000 (\$ 3,667). **In December 2023**, I secured another assignment to facilitate a team-building event for the same company, all of which took place at their premises in Jinja, Uganda.
- **March 2023:** The National Drug Authority's midterm strategic plan was awarded a contract for UGX 147,000,000 (\$39,071). Qualitative data from Central, Eastern, and Western Uganda were collected, analyzed, and reported. A validation workshop for stakeholders was also facilitated.
- **February 2023:** Won a training contract with the National Social Security Fund (NSSF) worth UGX 78,540,000 (\$20875). Designed and delivered content at the

Fairway Hotel in Kampala, the Imperial Royal Hotel, and the Golf View Hotel in Entebbe, Uganda.

- **April 2023:** Recognized as the Best Evaluated Bidder by the Bank of Uganda for UGX 13,800,000 (\$3667). Executed the assignment with experts over five days in Jinja at the Civil Service College of Uganda.
- **May 2023:** Secured a contract to train Deposit Protection Fund staff on occupational health and safety, a multidisciplinary field focused on workers' safety, health, and welfare. Delivered the training over five days in Jinja at the Civil Service College of Uganda.
- **Website Performance Improvement:** We enhanced our website's performance, achieving a score of 100 on critical metrics, including performance, mobile readiness, SEO, and security.
- For social media, I enhanced Houston Executive Consulting's digital presence by producing over 100 marketing videos, attracting more than 400 YouTube subscribers, managing over 5,000 posts on X, and growing LinkedIn and X followings to over 470 and 600+, respectively, boosting audience engagement and brand visibility.
- As a Business Management Consultant, I have facilitated the Incorporation of Companies in Uganda, including Subira Entertainment – SMC Limited, AHA-Executive Pass Ltd, STEO Entertainment and Sports – SMC Limited, REDRIPE Limited, NHR Drilling Uganda Limited, and DUO Libra Agency Uganda Limited.

## **B. Founder & Executive Director: Tooro Environment Stewardship for Sustainable Development (TESSD) 2016 - Present | Fort Portal, Uganda | [www.tessd.org](http://www.tessd.org)**

### **Key Roles and Responsibilities:**

- Providing strategic leadership and organizational oversight for TESSD, a grassroots NGO advancing environmental conservation, sustainable development, and community resilience in the Tooro Sub-region.
- Leading program design, fundraising, donor engagement, and cross-sector partnerships to deliver impactful community-led initiatives.
- Coordinating the implementation of environmental education, agroecology, reforestation, climate action, and plastic waste management projects.
- Managing internal operations, including staff supervision, financial oversight, compliance, and reporting to boards and stakeholders.
- Driving advocacy and policy engagement to integrate environmental sustainability into local development agendas.
- Representing the organization in national and international forums, networks, and conferences to raise visibility and forge collaborations.

## **C. Houston Executive Consulting Limited - Learning and Development (L&D) Specialist & Chief Talent Officer, April 2018 - January 2023**

### **Essential Duties:**

As the Learning and Development (L&D) Specialist and Chief Talent Officer, I have demonstrated expertise in developing and delivering training programs tailored to enhance organizational effectiveness. My portfolio includes leadership development, sales training, and customer service training programs that consistently improve employee performance and satisfaction. My passion lies in facilitating learning and growth, continuously driving me to innovate and refine training methodologies.

My proficiency in communication is a cornerstone of my ability to connect with diverse audiences and deliver impactful training. I have extensive experience designing comprehensive e-learning courses, conducting engaging classroom training sessions, and orchestrating dynamic workshops and team-building activities. This diverse skill set enables me to cater to various learning preferences and organizational needs, ensuring a holistic approach to talent development and a measurable increase in workforce competency and morale.

### **Noticeable Achievements:**

#### **In-house Training Programs (Measurable Impact):**

- Delivered **over ten customized training programs**, resulting in a **25% increase in employee productivity and a 10% decrease in employee turnover** for clients like Busoga Forest Company, Movit Limited, and Kikuubo Online. This is generated from our 3-month follow-up reports from clients.

#### **Strategic Planning with Impact:**

- Designed a strategic plan (2019-2024) for Suubi Community Projects Uganda, achieving a **50% reduction in waterborne diseases and a 20% increase in access to clean water** in target communities.

#### **Career Development Expertise:**

- Provided career guidance, executive coaching, and CV writing services to individual clients, demonstrably impacting their career trajectories.

#### **Profitable Consultancy and Training Projects:**

- Secured a **UGX 24,800,000 (\$6591) business award** for a National Drug Authority team-building retreat in 2022.
- Successfully implemented leadership skills training projects exceeding UGX 26 million for clients like Movit Products Limited.
- Partnered with AFCAD to deliver financial literacy training, certifying over 100 trainees for the Bank of Uganda.

#### **HR Outsourcing and Payroll Management Expertise:**

- Won an HR Outsourcing and Payroll Management assignment from Mynd Integrated Solutions to manage their staff in Uganda with a gross value of up to **\$18,900 (approximately UGX 70,000,000)**
- I successfully negotiated and managed a **4-year HR outsourcing and payroll contract** of up to \$80,000 with CC Management PTE LTD, Singapore (2021-2024).

**Compliance and Legality:**

- Maintained all necessary licensing and compliance certifications for Ugandan authorities.

**Team Leadership and Collaboration:**

- Sourced and facilitated **up to 25 consultants**, managing training and L&D specialists to ensure project success.

**D. Clear Focus Management Consult Limited, Uganda - Training & Organizational Development, Dec 2016 - March 2018 (full-time)****Critical Duties**

As a Training and Organizational Development manager, I was a strategist who cultivated clients' growth by designing and implementing programs that enhanced employee skills, improved overall performance, and strengthened the organization's culture. I assessed needs, created training initiatives, and collaborated with leadership to ensure our clients thrived through a well-developed and engaged workforce.

**Experience and Achievements:**

- 1. Leadership Skills Training for UNBS (2018)**
  - Facilitated comprehensive management training sessions on leadership skills for the Uganda National Bureau of Standards (UNBS) at Eureka Place Hotel.
  - Focused on enhancing leadership competencies and management capabilities within the organization.
- 2. Workshops and Training Sessions (2017-2018)**
  - Organized and conducted over 30 successful workshops with prominent companies and Government Ministries, Departments, and Agencies (MDAs) across East Africa.
  - Delivered impactful training programs tailored to the specific needs of each organization, resulting in improved performance and productivity.
- 3. Web Content Design and SEO Achievement**
  - Designed and developed content for more than 30 web pages, achieving a significant milestone by raising the domain authority to 18 for a newly launched website.
  - Implemented SEO strategies that enhanced the website's visibility and search engine ranking.
- 4. Salary Survey for UNBS (2019)**
  - Successfully won and completed a contract for conducting a comprehensive salary survey for the Uganda National Bureau of Standards (UNBS).
  - Delivered a detailed and accurate report in August 2019, providing valuable insights into industry salary standards.
- 5. Social Media Content Management**
  - Created and managed industry-specific content across seven social media platforms: Facebook, Twitter, Pinterest, Instagram, LinkedIn, and Tumblr.

- Developed engaging content strategies that increased follower engagement and brand presence on social media.

## **E. Federation of Uganda Employers (FUE) - Head of Marketing, Communication, and Membership Development, March 2016 to December 2016 (Head Office)**

### **Summary of Job Role**

From March to December 2016, I served as the Head of Marketing, Communication, and Membership Development at the Federation of Uganda Employers' headquarters. In this role, I was responsible for developing and implementing strategies to raise awareness of the FUE's mission, attract new members, and improve communication with existing members. This involved overseeing marketing campaigns, managing communication channels, and developing initiatives to grow the FUE's membership base and promote all events, partnerships, and exhibitions.

### **Achievements**

- Platinum Membership Recruitment: Successfully recruited up to 5 platinum members, enhancing FUE's platform for addressing critical socio-economic concerns of Uganda's employers.
- I demonstrated exceptional membership growth skills by successfully onboarding five platinum members, significantly expanding FUE's reach and ability to address critical socio-economic challenges Ugandan employers face.
- Using my exceptional and Proven leadership capabilities, I orchestrated the Employer of the Year Award event. This strategic initiative drove sales of over 15 corporate tables and over 100 tickets, demonstrating strong marketing and sales acumen.
- With my expertise in Training Program Development and Delivery, I organized and delivered over 15 impactful training programs on diverse topics. These programs, including management and HR courses, employment relations, legal, health, and safety, significantly enhanced the participants' skills and knowledge.
- I achieved Membership Retention and Growth, which resulted in a 90% annual retention rate, contributing to sustainable membership growth and a strong FUE community.
- I demonstrated strong collaboration skills by working closely with various departments to refine FUE's strategy, showcasing a holistic understanding of the organization's goals and operations.
- I successfully enrolled more than 30 participants into the Female Future Program (FFP) in Uganda, and because of the program's success, Kenya and Tanzania are now implementing the program. ILO has since recognized FFP as one of the ten best practices for gender equality
- After planning the annual women's leadership conference, I succeeded in marketing and sales efforts that sold over 17 corporate tables and 150 tickets.
- In Team Support and Training teams, I successfully mentored and developed leadership skills by supporting and training marketing officers and regional coordinators to achieve their targets, fostering a high-performing team.

- I realized customer satisfaction by using expertise in customer relationship management, by creating compelling communication profiles to ensure satisfaction among internal and external stakeholders.

## F. Kind Initiative for Development Uganda (KIND-UG), Mid-Western Uganda – Field Internship Student, May-August 2010

As an intern at a social development NGO focused on human rights, public health, and livelihoods, I had the opportunity to contribute to positive change. I assisted with research on access to healthcare in underserved communities, helped develop educational materials on human rights awareness, and even contributed to supporting staff in community projects and sensitization programs. It was an opportunity to gain practical skills while supporting a cause that aligns with my academic and professional goals.

### Experience Gained in Relevant Areas:

- **Report Writing:**
  - Compiled detailed field reports documenting project activities and events.
  - Recorded and analyzed data to create comprehensive project reports for stakeholders.
- **Online Communication:**
  - Developed skills in composing and sending professional emails.
  - Managed project correspondence, ensuring clear and effective communication with team members and external partners.

## G. Kyambogo University - Exam Invigilator (Part-Time) | 2013

### Role Overview:

As an Exam Invigilator at Kyambogo University, I ensured the integrity and smooth conduct of the examinations. My responsibilities ensured a fair and orderly environment, adhering strictly to examination regulations and procedures.

### Key Responsibilities:

- **Support Functions:** Assisted the Chief Invigilator, Deputy Chief Invigilator, examination officer, and other invigilators in managing the examination venue efficiently.
- **Venue Setup:** Prepared examination venues by placing candidate numbers, booklets, examination papers, stationery, and equipment at desks, following stringent procedures.
- **Regulation Enforcement:** Implemented and enforced exam rules and regulations, maintaining vigilance throughout the examination period to prevent malpractice.
- **Candidate Assistance:** Directed candidates to their seats, advised on permissible possessions at examination venues, and addressed any queries raised before, during, and after the examination.
- **Monitoring:** Ensured candidates adhered to the examination rules, prohibited communication inside the venue, and promptly addressed any irregularities.
- **Attendance Management:** Checked and recorded attendance, documented late arrivals, and ensured candidates followed the proper seating plan.

- **Script Handling:** Managed the distribution and collection of examination scripts at the start and end of exams, adhering to strict procedures to ensure the security of exam materials.
- **Post-Examination Duties:** I assisted in packing examination scripts, stationery, and other equipment, and ensured the examination venue was cleared appropriately.
- **Candidate Supervision:** Supervised candidates as they left the examination venue, ensuring they did so quietly and did not remove any unauthorized items.

This role refined my attention to detail, organizational skills, and ability to enforce regulations while providing strict support to candidates and the examination team.

## EDUCATIONAL BACKGROUND

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**MBA in Marketing Management from Dr. DY Patil Vidyapeeth, Pune, August 2023**

**Executive Master of Business Administration (EMBA) at Quantic School of Business & Technology, Washington, DC, USA (Graduation Date: December 27, 2022)**

**KYU, Kampala - Uganda - BA International Development, 2009 - 2012**

The course covers various subjects, including Human Resource Fundamentals, Project Planning and Management, Marketing and Communication, Entrepreneurship (Innovation and enterprise), Financial Management, Public Policy & Gender, Basics in Accounting, Research Methodologies, Management, and Business Strategy.

I graduated with a First Class Honors Degree with a CGPA of 4.4 and a grade of 5.0.

**ZIKA Foundation Schools, Kyenjojo Integrated Secondary School - 'A' Levels, (UACE) 2007 - 2008**

Economics (A), Geography (C), History (C), Christian Religious Education (D), General Paper (1)

**Kyenjojo Secondary School, Kyenjojo District - (UCE), 2003 - 2016**

10 Subjects, including English, Mathematics, Physics, Chemistry, Biology, Christian Religious Education (CRE), Agriculture, History, Commerce & Geography.

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## Certificates Held

- ✓ AI Fluency Certification: International Organisation of Employers (IOE) in collaboration with Microsoft, Issued on September 4, 2025
- ✓ [Digital Skills: Artificial Intelligence](#) - Accenture, Issued on 6th April 2025
- ✓ [Fire Safety Management: International Training Centre of the ILO \(ITCILO\)](#), issued on November 20, 2024
- ✓ [How to Get Into AI: University of Leeds and Click Start](#), September 2024
- ✓ Digital Marketing Certified: HubSpot Academy, June 2023
- ✓ Introduction to Digital Journalism: Reuters, March 2023
- ✓ [Academic Research Methodology for Master's Students](#) by Coventry University: Issued on October 10, 2022
- ✓ Digital Skills: Digital Marketing by Accenture: Issued on October 26, 2022

- ✓ Leading and Managing People-Centred Change by Durham University: Issued on January 4, 2022
- ✓ Bank of Uganda Certified Financial Literacy Trainer: TOT for the BOU Core Messages Dec 2018, and Certified Trainer July 2022
- ✓ Introduction to Business Management by King's College London: Issued on March 10, 2021
- ✓ Collaborative Working in a Remote Team by the University of Leeds and Institute of Coding: Issued on December 16, 2020
- ✓ Introduction to International Human Resources Management from Coventry University: Issued on December 7, 2020
- ✓ Drafting and Negotiating Commercial Contracts: A Guide to Contract Law for Non-lawyers from the College of Law - Issued on September 17, 2020
- ✓ Strategic planning for professional service firms in the time of COVID-19 from the College of Law (Australia): Issued on August 10, 2020, core
- ✓ **OpenClassrooms - Public Speaking and Presentation Skills:** July 7, 2021
- ✓ **Fundamentals of Grant Writing:** Young African Leaders Initiative (YALI) February 2021
- ✓ **OpenClassrooms - Drive Traffic to Your Website with Search Engine Optimization (SEO):** January 2021
- ✓ **Communication and Interpersonal Skills at Work by the University of Leeds and Institute of Coding: Issued on May 17, 2020**
- ✓ Transforming Digital Learning: Learning Design Meets Service Design from Deakin University: Issued on July 31, 2020
- ✓ Verified certification on How to Learn Online issued by edX on June 25, 2020
- ✓ **Google Certified Digital Expert:** Digital Skills for Africa Course August 2018
- ✓ **Certified ILO Trainer:** Start and Improve Your Business (SIYB) Dec 2016- ITC-ILO
- ✓ **Build Your Business (BYB) -** a training course on building sustainable businesses organized by Microsoft and the International Youth Foundation in September 2013, Kampala. Skills attained include business proposal writing skills and facilitation skills.

## COMPETENCES AND SKILLS

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- **Cultural Fit:** I align with the Company's Values of Integrity, Ingenuity, Accountability, Collaboration, and Respect for diverse cultures.
- **Results-oriented** – Ability to plan and organize work to achieve goals; achieves targeted results with minimal supervision; accountable for own actions.
- **Communications:** I possess excellent verbal and written communication skills. I provide timely, well-organized, and audience-appropriate oral and written information. I listen attentively to others and retain and process information.
- **Teamwork:** I frequently establish alliances and partnerships, collaborating with individuals from diverse cultures and backgrounds. I also deal tactfully with others and help with various team roles.

- **Initiative and Innovation** – I generate new ideas personally and encourage the team to do the same. I am up to date on modern technology and approaches to work, and I provide creative solutions and input when faced with challenges.
- **Interpersonal Relationships:** I foster effective relationships with internal and external stakeholders, including employees, contractors, and suppliers. I can work independently, coordinate with others, and professionally resolve conflicts.
- **Quality and Safety:** Adheres to all safety and security policies and regulations; demonstrates quality work that is accurate, thorough, and efficient.
- **Continuous Improvement:** I examine personal and organizational processes, promote opportunities for improvement, and analyze successes and failures to learn and improve.
- **Leadership and Teamwork:** I have consistently demonstrated strong leadership skills since founding Clear Focus Consult in 2016. I have maintained team focus and motivation, securing significant contracts with major brands. I have a proven ability to lead teams to achieve business objectives and deliver high-quality results.
- **Computing:** Advanced proficiency in Microsoft Office Suite, including Standard and Advanced Excel. Extensive experience with data processing tools such as SPSS and CRM systems. Continuously enhanced IT skills through formal training and self-directed learning.
- **AI:** Proven proficiency in leveraging Gemini, ChatGPT, and Grammarly for advanced language modeling, text generation, and content optimization.
- **Problem-solving:** Effective problem-solving skills demonstrated as the Head of Marketing and Communication at the Federation of Uganda Employers (FUE). Resolved individual and team conflicts related to commission payments, workloads, and personal grievances. As Chairperson of Faculty Guide Leaders, I resolved student complaints and disputes related to harassment, delayed results, hygiene, health, safety, and welfare.

## REFEREES

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**Mr. Douglas Opio - Executive Director**

Federation of Uganda Employers (FUE)

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**CERTIFICATION:**

I declare that the information provided in this CV is accurate and, at this moment, authorize the client to undertake whatever inquiries that may be considered reasonable and necessary in the course of the assessment process about the information in this curriculum vitae relating to my suitability for the assignment for which I have been nominated.

**Signed**



Date: 1<sup>st</sup> April 2025