

MARIE MADELEINE M.N.

OPERATIONS DIRECTOR | ENTERPRISE PORTFOLIO & PROJECT MANAGEMENT EXECUTIVE

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EXECUTIVE PROFILE

Results-driven Operations Executive and MBA-credentialed Strategic Leader with over a decade of hands-on experience orchestrating cross-functional technical portfolios, digital infrastructures, and scalable operational models across FinTech, tech ecosystems, and global agencies. Proven track record directing complex project governance frameworks, driving a 160% fiscal revenue surge, and slashing enterprise delivery cycle times by 50%. Expert at translating vision into high-yield, data-backed execution models, managing multi-tier dependencies, and leading multi-disciplinary hybrid teams across East Africa and international corridors.

TARGETED EXECUTIVE COMPETENCIES

FinTech & Big Tech Ops: Scalable Infrastructure Deployment | Product Operations (ProdOps) | Agile Scale | Data Privacy & Compliance (Data Protection Act)

Global Agency Governance: Cross-Border Portfolio Management | Multilingual Stakeholder Relations | Vendor Networks | Matrix Team Leadership

Business Transformation: Process Engineering | Lean Optimization | Operational Capacity Re-modelling | SLA & Cycle Time Reduction

Fiscal & Data Engineering: Multi-Million Capital Allocation | ROI Optimization | Heatmapping | Advanced SEO Architectures | Behavioral Analytics & UI/UX

ACADEMIC FOUNDATIONS

MBA in Strategic Management: United States International University (USIU-Africa) | 2019

BSc in Mathematics & Computer Science: JKUAT | 2014

Diploma in Counselling Psychology: Kenya Institute of Prof. Counselling | 2025 – Present

EXECUTIVE CERTIFICATIONS

- **Product Management Credentials:** General Assembly | Schmidt Futures (2023)
- **Professional Project Management:** Google (2021)
- **Advanced SEO Specialization:** UC Davis / Coursera (2017)

PROFESSIONAL EXPERIENCE

Strategy & Digital Transformation Consultant (Client Project - À nos Racines)

MC Limited | Nairobi, Kenya | August 2025 – Present

- **Global Architecture Delivery:** Spearheading end-to-end brand identity and digital infrastructure development for a Liège, Belgium-based community organization, directing cross-border roadmaps from discovery to deployment.
- **Product Strategy & Discovery:** Consulting directly with founders to translate long-term vision and community-strengthening objectives into structural product requirements and high-impact digital briefs.
- **Multilingual Stakeholder Management:** Managing 100% of French-language executive communications, technical documentation, and delivery frameworks to ensure precision across European stakeholder groups.
- **Matrix Governance:** Coordinating an interdisciplinary agile team of UX/UI designers, brand strategists, and engineering specialists; governing timelines, multi-tier dependencies, and strict quality control.
- **Fiscal Administration:** Directing project budgets, consultant contracts, and milestone payments while ensuring rigid compliance with KRA tax frameworks and statutory provisions.

Head of Operations

Brand Design Development Ltd (Brand2D) | Nairobi, Kenya | April 2024 – July 2025

- **Revenue Infrastructure Engineering:** Redesigned extensive operational processes that eliminated critical delivery friction, catalysing a 160% monthly revenue surge via a fully scalable framework.
- **High-Velocity Team Command:** Directed a cross-functional hybrid matrix of 20+ internal professionals across engineering, PMO, creative, and product tracks alongside international vendor networks.
- **Board-Level Accountability:** Retained full executive ownership of resource forecasting, capital allocation, and multi-tier budget management, reporting directly to the CEO and Board of Directors.
- **Enterprise Portfolio Scale:** Orchestrated the deployment of 100+ digital and technical cross-functional products across multilingual regional platforms in East Africa.
- **SLA & Cycle Time Reduction:** Re-engineered capacity frameworks to slash delivery cycle times by 50% while enforcing strict quality, scope, and absolute financial controls.
- **PMO Governance:** Institutionalized robust project governance matrices, including centralized dashboards, schedule variance tracking, and executive steering committee briefs to minimize risk exposure.

Technical Projects Manager

Brand2D | Remote | January 2020 – March 2024

- **Infrastructure Operations:** Commanded cross-functional engineering, design, and content structures to successfully deploy 50+ enterprise websites and digital infrastructure projects.
- **Agile Scaling:** Accelerated technical project turnaround times by 50% through Agile process optimization, contributing to a 30% lift in baseline annual corporate revenue.
- **Growth Marketing Architecture:** Masterminded end-to-end technical SEO master strategies and code optimization for 30+ regional digital assets, expanding organic traffic by 50% within 90 days.

Content Developer, SEO & Analytics Lead

Brand2D | On-Site, Nairobi | January 2016 – December 2019

- **Digital Performance Engineering:** Accelerated organic web performance across a distribution matrix of 50+ commercial websites, capturing 30% to 50% sustained organic growth.
- **User-Centric Frameworks:** Deployed structured user research and behavioral auditing frameworks to isolate usability friction points, establishing clear data-backed feature hierarchies.

SEO Copywriter

Ardor Content | Manila, Philippines (Remote) | June 2014 – December 2015

- **Data-Aligned Optimization:** Formulated search-optimized web architectures and technical copy for global B2B/B2C corporate accounts across the technology and education sectors.

Executive Referees: Formal verification pathways and background credentials available immediately upon request in compliance with the Data Protection Act, 2019 (Kenya).