Boko Inyundo

**Role at AFFORD**: Member of the Board

**Education:** MBA (Distinction) - Henley Business School, UK, Masters in Marketing Management (Merit) - Westminster Business School, UK, BA [Hons], German Studies - The University of Birmingham, UK, Fellow - Royal Society for the encouragement of the Arts, Manufactures and Commerce (RSA)

**Specialities**: Corporate strategy and business planning; Lead generation, acquisition and retention; Strategic marketing, business development and globally integrated communications; Sector and practice marketing planning, budgeting and reporting; Client relationship management; Coaching; Bid advisory; Research & analysis; Workforce development.

**Experience**: Boko is British and Kenyan with demonstrable interest in Africa, noting his other Board-level roles with the Royal African Society and De Charles. As the Senior Marketing Manager aligned to global law firm DLA Piper's Technology Sector, Boko delivers the firms European Technology Summit, which brings together +350 global leaders to explore trends. He manages its European Technology Index, a recurring survey conducted with hundreds of executives across Europe. He has client-facing roles and also helps establish commercial partnerships. Previously at Lewis Silkin, Linklaters, Deloitte, Saatchi & Saatchi and Ogilvy (Kenya), with the latter Boko worked with Africa Online plc. on launching this, the first, pan-African ISP.

**Why AFFORD**: As a member of Africa’s inspiring Diaspora, it’s a personal and professional privilege to apply my skills, knowledge and networks in support of AFFORD, an organisation which aims to contribute positively to Africa’s development through entrepreneurship, with a particular focus on the creation of jobs and wealth in Africa through Diaspora investment enabled via programmes, grants and services.

**I am passionate about Africa because**: I was born, grew up and have worked in Kenya and have family there, in Uganda and in-laws in Ethiopia. Throughout my career I have supported various Africa-focused organisations and commentate on Africa-related matters in the media. I run my own community-based organisation operating in Kenya and help meet the needs of extended family across East Africa. At Henley I led a successful MBA consultancy project advising a South African youth development organisation on improving its Alumni engagement. These, and many other lived experiences from childhood to date including my roles at AFFORD, the Royal African Society, De Charles and DLA Piper, stimulate and sustain my enduring passion for Africa, with a particular interest being the role of technology and the youth in enabling positive change across the continent.