**LIM HAZEL MASIGA**

Nairobi, Kenya | (+254) 703-780082 | limmasiga@gmail.com [| LinkedIn](https://www.linkedin.com/in/lim-hazel-2bb38793)

**PROGRAM COORDINATION & MANAGEMENT; PRIVATE SECTOR DEVELOPMENT**

Strategic, Impact-driven professional with expertise in program design, private sector engagement, green tech, women’s economic empowerment, ESG, and digital transformation. Skilled in partnerships, donor relations, and policy advocacy, with a track record of delivering measurable outcomes and advancing inclusive growth.

**Work Experience**

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| **WEZESHA BIASHARA NETWORK** | **Aug 2025 – Present** |

Associate Consultant

* Research and development of a Comprehensive Beneficial Ownership Transparency Toolkit to strengthen Kenya’s governance and anti-corruption framework.
* Conducting a systematic literature review and analyzing legal frameworks, case studies, and international best practices.
* Supporting the drafting of a Policy Brief on opportunities and risks of BOT in combating money laundering, terrorism financing, and illicit financial flows.
* Engaging stakeholders and contributing to actionable recommendations that promote transparency and accountability.

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| **CENTER FOR INTERNATIONAL PRIVATE ENTERPRISE** | **Jul 2023 – Feb 2025** |

Program Associate, Africa

* Supported 2 flagship multi-year programs focused on digital economy and democratic governance, benefiting 300+ SMEs and 6 Kenya National Chamber of Commerce county chapters.
* Led grant oversight and strategic planning processes for the successful implementation of programs.
* Supervised the development of policy scorecards to track the government's progress in digital economic transformation.
* Organized 3 - Public-Private Partnerships Round table stakeholder forums to disseminate the scorecard findings and offer policy recommendations.
* Enhanced 6 Chamber advocacy plans, leading to 2 MOU agreements with their county governments.
* Piloted and scaled a women's economic empowerment initiative reaching 487 women in 14 constituencies, integrating capacity building and sustainability planning.
* Coordinated Business Ethics training for the 6 county chambers of Commerce and supported other Anti-corruption initiatives.
* Moderated a panel discussion in December 2024 on the role of research on promoting business Ethics at the 5th Africa Business Ethics conference (ABEC).

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| **INVEST IN AFRICA** | **Jan 2023 – Jun 2023** |

PROJECTS & SME EXECUTIVE

* Led the development of the 2023 MSME (Micro small and medium enterprises) engagement department Strategic Plan, increasing program efficiency and impact.
* Managed key MSME initiatives, resulting in a 25% improvement in business sustainability and competitiveness.
* Enhanced Biashara.Now Platform Membership by 10%
* Primary Contact between MSMEs and the Organization.

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| **INVEST IN AFRICA** | **Sep 2021 – Dec 2022** |

PROGRAM SUPPORT ASSISTANT

* Led a delegation of SMEs to the 22 East African Community MSMES Jua Kali Trade fair, an initiative by Deutsche Gesellschaft Internationale Zusammenarbeit (GIZ).
* Appointed as the Environmental Sustainability and Climate Action Champion for the organization.
* Conducted a needs assessment Survey of the Biashara.Now Platform members, presenting a platform health Report and an engagement plan.
* Supported and engaged 40 SME Manufacturers (20 in Kenya & 20 in Uganda) in a capacity building program titled; Up scaling Manufacturers in Natural Product Clusters.
* Recorded voice-overs for program impact storytelling and a platform onboarding tutorial manual.

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| **Invest in Africa (IIA)** | **May 2021 – Aug 2021** |

Program Support Intern

* Designed and implemented an SME engagement plan, improving resilience among 2,700 businesses for the MSME Recovery Risk Resilience program by Mastercard Foundation.

**Education**

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| Bachelor of Science in Entrepreneurship Studies., MOI UNIVERSITY | Jan 2013 - Jan 2018 |
| Using Public Policy for Social Change., UNIVERSITY OF MICHIGAN | Aug 2024 - Sep 2024 |

**Skills**

* Program design and Implementation
* Research Skills
* Cross-sector collaboration
* Budget and grant management
* Monitoring & Evaluation
* Partnerships Building
* stakeholder engagement
* Policy and advocacy
* Writing

**Certifications**

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| **AI 900 – Microsoft** | **Aug 2025 - Oct 2025** |

**Publications**

 [**"The Future is Local", Published on Marketing Africa Magazine .**](https://viewer.joomag.com/cancelling-democracy-the-rule-of-flaw-mal-672025/0001009001755258326/p26)

[**"Entrepreneurship Ecosytems in Africa", Published on Marketing Africa Magazine**](https://viewer.joomag.com/corporate-culture-as-a-strategic-risk-mal6625/0714616001748716936/p58)**.**

**Interests**

* Event moderation & Public speaking
* Travelling
* Storytelling for social change
* Creative writing

**Leadership Experience**

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| **Secretariat Coordinator – ABEC Africa – Nairobi Kenya** | **Sep 2025 – Present** |

* Supporting the strategic coordination and implementation of Africa’s premier platform for dialogue on business ethics, governance, and integrity.
* Engaged in stakeholder mobilization, program planning, and strengthening partnerships to advance ethical business practices across the continent.

**Other Experience**

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| **Animations Team Lead – ALLY INNOVATIONS – Nairobi, Kenya** | **Jul 2020 – Mar 2021** |

* Developed market entry strategies and managed creative projects to enhance brand storytelling.

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| **Administrator Trainee – INUKA AFRICA MICROFINANCE – Mariakani, Kenya** | **Feb 2020 – Jun 2025** |

* Increased loan repayment rates by 20% through enhanced client engagement and strategic repayment plans.