

# David Katamba

## Curriculum Vitae

Uganda Chapter for Corporate Social Responsibility Initiatives Ltd (UCCSRI)  
P. o. Box 7602, Kampala | CSR House | Plot 393, Block 189, | Mukono, Kayunga-Bugerere Rd  
Tel: 0312 202 346 | 0312 202 347 | 0312 202 373  
Tel: +256 774 972532, +256 702 972532  
Email: [dkatamba@uccsri.com](mailto:dkatamba@uccsri.com) ; [dkatamba@mubs.ac.ug](mailto:dkatamba@mubs.ac.ug)

### Short Profile:

Trained from World Bank Institute, New York, I am a corporate social responsibility (CSR) Management professional with over seven years experience. Currently, am pursuing a Doctorate (PhD) in CSR Management. My additional qualifications are: Masters of Science in Marketing (Msc. Marketing), Bachelor of Commerce, and part (Chartered Institute of Marketing-CIM). I am currently the Chairman, Uganda Chapter for Corporate Social Responsibility Initiatives (UCCSRI) Ltd; and Lecturer Makerere University Business School (MUBS).

To add value to the existing business courses at University level as well as the current business trends in Uganda, I have conducted and published relevant research in corporate social responsibility (CSR). I have also led a team of professionals at MUBS to develop a CSR Curriculum & Text book (near completion). I have developed a CSR training manual for business executives, at it was launched in Uganda in January 2010. Recently (Feb, 2010), I have been distinguished by the International Business Leaders Forum (IBLF) and Aga Khan Development Network (AKDN) as a CSR management and stakeholder engagement trainer and advisory specialist. This has added credibility to my current position as a Lecturer as well as a Chairman and Promoter of Corporate Social Responsibility (CSR) issues in Uganda that are aimed at increasing competitiveness and market access for enterprises. In Dec 2008, I satisfactorily completed a €4,000 contract with German Development Service (DED) to study Uganda Business Managers CSR perceptions and identify their Company needs so as to see how they can be competitive through Corporate Social Responsibility (CSR) strategies. Currently, July 2011, I have been awarded a 36.5 million shillings (12,000 Euros) research grant by National Council for Higher Education (NCHE) to “profile CSR of profit oriented companies to liaise with Uganda government in attaining MDGs.” I’m also designing a CSR Diagnostic tool for companies operating in Uganda.

For the entrepreneurs in Uganda, I have developed a number of training manuals and also facilitated on a series of trainings in CSR, Marketing and Business planning skills. This has enabled them best position/ market their businesses and products, so as to attract customers including PSFU / World Bank funding. Also I have (and I am still) continuously worked with Uganda rural agri-business entrepreneurs to identify markets for their produce (market access) as well as formalization of their businesses for continuity, which could consequently enable them move out of the poverty line. I worked with the Doshi Group of company staff to identify their CSR potential plus markets and customers for their industrial building and construction materials. I also developed a Communications and Public Relations Service package and Communication plan that the company (Development Options Ltd) could use to address the ever-increasing challenges for its clients throughout the period 2005-2010; and Institute of Corporate Governance of Uganda (ICGU)’s strategic plan (2006 -2010). For the tourism industry, I have designed Community and Public Relations materials, information and even trained the Uganda Wildlife Authority staff so as to harmonize their staying with the communities in the gazetted areas.

### Personal Details

Areas of specialization    Corporate Social Responsibility (CSR), Business Planning, Marketing Management & Communication

- Key qualifications:
- a)        Master of Science in Marketing. (Msc. Marketing), 2010
  - b)        Professional Diploma (Chartered Institute of Marketing- CIM), 2006
  - c)        Bachelor of Commerce (B.Com)-Upper 2<sup>nd</sup> honors (MUK), 2005
  - d)        Cert. CSR Management and Stakeholder Engagement, International Business Leaders

- e) Cert. Corporate Social Responsibility, (World Bank Institute), New York.
- f) Cert. Strategic Cost Management, NEVI /International Federation of Purchasing & Supply Management (IFPSM) Netherlands.
- g) Cert. Purchasing Processes and Tools, NEVI /International Federation of Purchasing & Supply Management (IFPSM), Netherlands

Nationality and City of Residence : Ugandan / Kampala - Uganda  
 Date of Birth : 13<sup>th</sup> November 1981

### Completed & On-Going Research /publications

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1. Katamba D., Tushabomwe-Kazooba C., & Babiha M.S, (in progress), *Profiling Corporate Social Responsibility for Private and Profit Oriented Companies to Liaise with Government towards Attainment of Millennium Development Goals*, funded by € 12,000 from National Council for Higher Education (NCHE)
2. Katamba D., Tushabomwe-Kazooba C., & Babiha S., (upcoming), *Corporate Social Responsibility Management in Uganda: Lessons, Challenges and Policy Implications*, International Journal of Social Economics.
3. Katamba D., Christoph Z., Tushabomwe-Kazooba C., and Haag D., (2011). *Principles of Corporate Social Responsibility: A guide to students and practicing managers in developing and emerging markets*, strategic book publishing and rights agency, Auston, TX, USA. <http://sbpra.com/davidkatamba/>
4. Nkiko Marvin Cedric & Katamba David (2010), CSR Uganda Profile, in *World Guide to CSR: A country by country analysis of corporate sustainability and responsibility* (Edited by Wayne Visser & Nick Tolhurst). GreenLeaf Publishing, UK, Pg 416-422. ISBN 978-1-906093-38-9
5. Katamba David (2010), *Corporate Social Responsibility, ethical citizenship, organizational culture and reputation of financial institutions in Uganda*, Makerere University Business School, Kampala, Uganda. [Masters Dissertation] Accessible on: <http://mak.ac.ug/documents/Makfiles/theses/katamba%20david.pdf>
6. Katamba David, Sabine Gisch-Boie & Alex Slowinski (2008), *Corporate Managers CSR Perceptions, needs and interventions that support sustainable business development in Uganda*, funded by German Development Services (DED), accessible on [http://www.livingearth.org.uk/africa\\_programmes/uganda/CSR\\_study.pdf](http://www.livingearth.org.uk/africa_programmes/uganda/CSR_study.pdf)
7. Katamba David (2008). *The role of Corporate Social Responsibility in enabling the poor realizes their potential: The Uganda context*, Living Earth Uganda Urban Livelihood National Conference, Kampala Uganda, April 21 - 22nd 2008.
8. Katamba David (2005). *Customer Service Quality and Consumer Buying Behavior*. Makerere University Business School, Kampala, Uganda
9. Katamba David (2005). *Disease (HIV); and Strategic Innovative Solutions for Africa's Peace & Social Development of the Darfur and Congo*. African Caribbean Education & Development Center (ACDEC), Toronto, Canada
10. Katamba David (2004). *The Role Of Corporate Social Responsibility*, World Bank Institute, web publications. New York, USA.

### Business / Capacity Building Consulting:

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Name of Client	Description of contracts
German International Cooperation (GIZ), 2011	Designing a CSR Diagnostic tool for assessing companies operating in Uganda
Makerere University Business School (MUBS),	Facilitate the university's senior staff to come up with a CSR policy for

April, 2011	the university.
International Business Leaders Forum (IBLF) / Aga Khan Development Network (AKDN), Feb 2010 (two year contract)	Lead Consultant on the contract to build CSR management and Stakeholder engagement capacity of companies and SMEs in Uganda.
German Development Service (DED, Deutscher Entwicklungsdienst) / CSR Consultative Group 2009	Team Leader, development of a strategic plan for the promotion of Corporate Social Responsibility (CSR) in Uganda.
German Development Service (DED, Deutscher Entwicklungsdienst) 2009-2010	Team Leader, Development of Corporate Social Responsibility (CSR) curriculum and Text book for university students in Uganda
German Development Service (DED, Deutscher Entwicklungsdienst), Oct – Dec 2008	Team Leader for conducting a Corporate Social Responsibility (CSR) study for Uganda to identify Corporate managers perceptions, needs and Interventions that support sustainable business development in Uganda
World Bank / Private Sector Foundation Uganda /Emerging Markets Group/ Makerere University Business School (WB/PSFU/EMG/MUBS), July 2008. <i>Contract renewed for 2010</i>	Developed the Marketing Plan module which was part of a Business Plan material that could be used to train WB participants throughout Uganda, in the Start Your Business / Business Plan Competition
African Institute for capacity Development / Japan International Cooperation Agency (JICA) (AICAD / JICA) June, 2008-2010	Trainer and Advisor on Costing and Marketing, for the in-country training courses for Ugandan small-scale agro-based Entrepreneurs in Value Addition.
African Institute for capacity Development / Japan International Cooperation Agency (JICA) (AICAD / JICA) May, 2008-2010	Development of a Market surveying, Pricing, packaging and distribution training manual to impart marketing and business management skills to the participants in the ceramics cottage industry of Uganda.
East African Development Bank /Nordic Development Fund / Uganda Women Entrepreneurs Association Limited- EADB/ Nordic/ UWAEAL (April, 2008)	Marketing Management Training manual for Women Entrepreneurs, participants and members of UWEAL in Marketing Management and Financial Management skills, for various areas in Uganda (Mbarara, Gulu, Mpigi, and Mbale). This contract is revolving and will end in June 2008.
Makerere University Business School (MUBS) Entrepreneurship Center October /November (2006)	Developed a Marketing & Selling training course & module for selected participants from Small and Medium Enterprises (SMEs)

### **Consultancy Experience in Business Analysis, outreach and information campaigns**

#### **Feb 2010 (recent contract): The International Business Leaders Forum (IBLF) /Aga Khan Development Network (AKDN) /UCCSRI:**

- David is the Lead consultant on the exclusive two year UK Aid (then DFID) contract between IBLF, AKDN and UCCSRI, to promote corporate responsible business practices in Uganda. Using a set of skills from IBLF as well as from specialized trainings in CSR Engagement and Stakeholder engagement, David provides hands-on corporate training and advisory services in key CSR business management and modeling including Bottom of the Pyramid management; as well as partnerships and stakeholder engagement.

#### **2007 to date, Uganda Chapter for Corporate Social Responsibility Initiatives (UCCSRI), [www.uccsri.com](http://www.uccsri.com)**

- Chairman and Promoter of CSR issues in Uganda through press releases, newspaper articles, website postings, and presentations in conferences and fora. Samples can be accessed on:
- [http://observer.ug/index.php?option=com\\_content&task=view&id=6976&Itemid=68](http://observer.ug/index.php?option=com_content&task=view&id=6976&Itemid=68)

- <http://www.newvision.co.ug/detail.php?newsCategoryId=220&newsId=708643>

**February 2006 to-date Makerere University Business School (MUBS) - [www.mubs.ac.ug](http://www.mubs.ac.ug)**

- Assistant Lecturer: Lecture students at various academic levels in Marketing, Research Methods, Management and Communication courses

**BiD Network (Business in Development - Netherlands) MUBS Entrepreneurship Center Contract:  
[www.bidnetwork.org](http://www.bidnetwork.org)**

- Designed the public information and materials to be exhibited at Uganda Manufacturer's Association International Trade Fair Exhibition, October 2008, at Lugogo. These included: Fliers, Pull up banners, Business cards, A3 posters, etc.
- Established a relationship with the Chief Editor of the Business Column in The Daily Monitor Newspaper to be writing periodical information and publicities about the BiD Network in Uganda.

**World Bank / Private Sector Foundation Uganda /Emerging Markets Group/ Makerere University Business School (WB/PSFU/EMG/MUBS), July 2008.**

- Lead Trainer for Northern Uganda region, in Marketing and Business planning skills that would enable the entrepreneurs to have their businesses well marketed to attract customers and even PSFU / WB funding.

**African Institute for capacity Development / Japan International Cooperation Agency (AICAD / JICA) May 2008 till now (2010)**

- Work with Uganda rural agri-business entrepreneurs to identify markets for their produce (market access). The contract included further training of these entrepreneurs in marketing skills and formalization for continuity of their businesses.

**Doshi Group of Companies / Doshi Hardware Uganda Ltd (March up to April, 2008)**

- Worked with company staff to identify potential market and customers for their industrial building and construction materials. Part the work involved training them in communication and customer relations skills.

**Government of Uganda /Ministry of Tourism - Uganda Wildlife Authority (UWA), June 2007 (Re-contracted)**

- Designed community and Public Relations materials and information to be conveyed by the UWA so as to harmonize its staying with the communities in the gazetted areas.

**Institute of Corporate Governance of Uganda) / Government of Uganda (ICGU / GoU, 2005)**

- Was a Marketing and communication specialist on the team that developed the Strategic and Business Plan for the client, ICGU

**Development Options Ltd (2004)**

- Developed a communications and Public Relations Service package and Communication plan that the company (Development Options Ltd) could use to address the ever-increasing challenges for its clients throughout the period 2005-2010.

## EMPLOYMENT RECORD

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Oct 2011 – to date **Chairman, Sales and Marketing Compliance Committee,**  
Nile Breweries Uganda Ltd (SAB Miller Plc)

Chair and direct the sales and marketing activities of this company in Uganda, and provide guidance on how the sales and marketing activities would comply with the company's code of conduct and business practice (Alcohol Behavior and Communication –A B & C).

July 2007 to date: Chairman,  
*Uganda Chapter for Corporate Social Responsibility Initiatives (UCCSRI),*

*UCCSRI* is a CSR information and Advisory source for companies in Uganda ([www.uccsri.com](http://www.uccsri.com)). It is a member of UN Global Compact, which asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labour standards, the environment and anti-corruption.

February 2006 to-date Lecturer  
Makerere University Business School (MUBS). Research & Academic institution

- i. Lecture students at various academic levels in Marketing, Research Methods, Management and Communication courses.
- ii. Carrying out research on both Micro and Macro Levels
- iii. Facilitating the learning of courses on different academic programs
- iv. Assessing students' learning through administration of tests, and take away course works
- v. Marking end of semester exams, course works.
- vi. Supervising research for undergraduate students
- vii. Marking research projects
- viii. Counseling students
- ix. Providing career guidance to students
- x. Conduct research in Business and Development
- xi. Supervise research for academic staff and students at various academic levels.
- xii. Publicize the importance of research in journals.

July 2004 to January '06 Marketing Executive and Research Associate.  
Development Options Limited, Consultancy Co., Kampala Uganda

- i. Carry out marketing research for the company's on-going consultancy contracts and activities in addition to facilitating research and designing research tools to be used.
- ii. Conduct Research & Development aimed at introducing new products for the company to address emerging market opportunities.
  - Developed the 'Communications & Public Relations Options' service package.
- iii. Conducting competitor research analysis so as to come up with tender documents (expressions of interest / technical proposals) that can place the company above its competitor.
  - Wrote the technical proposal for this company that won provision of consultancy services to the Institute of Corporate Governance of Uganda (ICGU) to develop its five year (2006-2010) Strategic Plan and Business Plan, May 2005

- Secured opportunity for this company to provide services to the Ministry of Finance's Medium Term Competitive Strategy (MTCS) evaluation, November 2004.

iv. Participate in strategy development for various client assignments.

Sept '03 - to June 2004

Research Coordinator

Minsaki Katende Foundation (Minkat), NGO Kampala Uganda

- i. Conduct social marketing, research and Propose priority projects and activities to be implemented particularly relating to HIV/AIDS.
  - Conducted research that Attracted funding for the foundations' HIV/AIDS activities and projects.
  - Conducted research whose output was engineered the design layout of the foundation's interactive website with its members.
- ii. Conducting research on the strategies for the foundation's cooperation with other local and international Organizations.
  - Undertook research that established National and International AIDS membership& cooperation of the Foundation with:
    - Uganda Network of AIDS Service Organizations (UNASO)
    - Ministry of Education and Sports, HIV/AIDS Partnership.
    - Global Youth Coalition AIDS (GYCA).
    - TakingItGlobal International.
    - Global Youth Action Network (GYAN).
- iii. Conduct research for the foundation to undertake responsibility of the various National and International programs for effective implementation and monitoring.
  - Was appointed to lead the research that enabled the foundation coordinate the 2005 Candle Light Foundation AIDS Memorial Day in Luweero District, under Minkat /BaHiCo

Feb '03 – July '03

Program Coordinator (Six months Contract)

Young Movements Forum, Development NGO Kampala Uganda

- i. Propose work priorities for the organization.
- ii. Promote and assess the progress of the organization.
- iii. Implement Leadership training programs.

Feb '02

Education Services Assistant

British Council Uganda, International Education Services NGO

- i. Ensuring high standard of customer service to visitors and participants in the Education fair.
- ii. Running an efficient British Council Information desk.
- iii. Providing timely and correct information always.

## Volunteer Experience

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1996 - 2001

Volunteer and First Aider (under Kampala North Branch)

Uganda Red Cross Society, International Humanitarian NGO

- i. Implementing Red Cross community humanitarian roles and functions.
- ii. Dissemination and sensitization about epidemics in the country particularly Cholera and HIV/AIDS.
- iii. Mobilizing people and the youths towards community development.
- iv. Helping and ensuring that needy people in the society are helped
- v. Worked on its relief programs especially in Mbale and Palisa districts during the El-Nino rains people displacements.

## Referees:

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### **Mr. Swithern Tumwine**

Programme Coordinator,

Living Earth Uganda

Plot 683, Willis Road, Namirembe Hill,

[swithernt@yahoo.com](mailto:swithernt@yahoo.com)

[www.leu.co.ug](http://www.leu.co.ug)

Fax: +256 414 531 863

### **Mrs. Annet Nabatanzi Muyimba**

Head of Department,

Marketing & International Business

Makerere University Business School

P. O. Box 1337, Kampala-Uganda

Phone: +256-414-338120;

Fax: +256-414-505921

Email: [anmuyimba@yahoo.com](mailto:anmuyimba@yahoo.com)

### **Mrs. Audrey Kahara Kawuki**

Entrepreneurship Center

Makerere University Business Sch.

Plot M118 Old Portbell Road,

P. O. Box 1337, Kampala-Uganda

Phone: +256-414-338120;

Fax: +256-414-505921

Email: [akawuki@yahoo.com](mailto:akawuki@yahoo.com)