



# CPA HILDAH W. MAINA

## FINANCE & STRATEGY MANAGER

### PROFESSIONAL SUMMARY

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A strategic-thinking financial management professional with over a decade of hands-on experience, I bring a strong record of accomplishment in protecting organizations through diligent oversight of financial compliance, reporting, strategic planning, and risk management. I am adept at keeping organizations on sound financial footing through expertise in budgeting, forecasting, and accounting oversight. My experience spans not-for-profit, tech, and fast-paced environments, where I have excelled as a high-performing Finance & Strategy Manager. I am passionate about mentoring and training teams to achieve strategic and funding goals, and I initiate improvement strategies while motivating and developing employees through my leadership and emotional intelligence skills. I thrive in leadership roles while also being a strong team player.

### PROFESSIONAL & EDUCATION QUALIFICATIONS

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- **MBA, Strategic Management** — University of Nairobi (Dec 2023)
  - **BBM, Finance & Banking** — Moi University (Sept 2016)
  - **CPA (K)** — Summit Institute of Professionals (June 2014)
  - **Accounting Technician Certificate** — Vision Institute of Professionals (June 2011)
- **Certifications include:** Enterprise Risk Management (ICPAK, 2020), Emotional Intelligence (Dolphins & Training Consultants, July 2023), Leadership and Coaching (Teams that win, Aug-Oct 2023), and Sustainability and Impact of Embracing ESG Principles in Public Finance Management (AWAK/ICPAK, Nov 2023).

### PROFILE

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I am a dynamic and results-oriented finance leader with over 10 years of experience driving financial resilience, strategic growth, and operational excellence within public-sector and not-for-profit organizations. My career journey reflects a deep commitment to financial integrity, robust governance, and fostering environments of continuous improvement and professional development.

As the Finance & Strategy Manager at Kenya Network Information Centre (KeNIC) since January 2020, I have been responsible for critical financial functions including cash flow management, financial reporting, budget preparation and monitoring, and providing financial advisory at the board level. My strategic contributions include developing and implementing three strategic plans, including one executed during my acting CEO role in 2023. I successfully streamlined KeNIC's financials and cashflows after two years of losses, mitigating liquidity risk through the development of a pricing model and cost management, which led to long-term financial stability and increased surpluses. I also spearheaded the revamping of the accounting system in 2016, significantly increasing efficiency and budget monitoring, and reconciled general ledgers from 2012-2014, reducing audit times and enhancing report accuracy. Furthermore, I automated the payroll system, reducing paperwork and processing time. My tenure also involved actively engaging with essential stakeholders to forge key partnerships accelerating growth.

My leadership capabilities were further demonstrated during my term as Acting CEO of KeNIC from October 2022 to January 2023. In this role, I was responsible for the day-to-day management of KeNIC, preparing and monitoring annual budgets, and preparing quarterly Board Reports. I guided an office renovation that transformed it into a safe and conducive working environment and led a culture-transformation initiative that strengthened staff engagement and operational safety, seamlessly guiding the team through this transition. I also developed and executed fundraising and resource mobilization strategies, and actively engaged with stakeholders and the ICT community.

Beyond my executive responsibilities, I am deeply committed to professional development and strong governance within the accounting profession. As an active member of ICPAK and AWAK, I embody a commitment to elevating our profession through robust governance, inclusive representation, and practical capacity-building.

My vision for AWAK is anchored in the continuous growth and empowerment of its members. I pledge to leverage my expertise in financial planning, risk management, and strategic leadership to champion initiatives that GROW our association.

## G.R.O.W.

- **Governance** – Strengthen transparency and accountability at every level.
- **Representation** – Amplify the concerns of young and mid-career CPAs in both private and public sectors.
- **Opportunities** – Champion practical CPD programmes, mentorship and early-career support that leverages technology for accessibility.
- **Well-being** – Promote mental-health support and work-life balance initiatives for our members

My commitment to cultivating high-performance teams, as evidenced by my leadership and coaching certifications and experience, coupled with my experience in digital transformation through automated systems and revamping accounting systems, aligns perfectly with AWAK's potential goals of a future-ready, technology-enabled institute. I am eager to collaborate with fellow board members and tirelessly advocate for every AWAK member, fostering a supportive community and clear career pathways for all.

*I pledge to listen, collaborate and tirelessly advocate for every AWAK member—across regions, sectors and generations.*