



Question : Who is Catherine Awuor?

I am honored to join UBA Kenya in the role of Head of Marketing and Corporate Communications. UBA Kenya – Africa’s Global Bank.

I bring with me a wealth of experience and a passion for brand story telling. I have worked with renowned brands across diverse industries such as aviation, telecommunication, banking and financial services. My expertise lies in developing and implementing strategic marketing plans, driving brand awareness, and stakeholder engagement. Marketing is about the stories you tell. Stories enable us to see through the eyes of others and build one community.

I have a knack for staying up to date with the latest marketing trends and industry developments – simply put FOMO. I believe in the power of continuous learning and strive to bring fresh perspectives in what I do. Additionally, I am passionate about community involvement and look forward to exploring opportunities and partnerships for UBA Foundation to make a positive impact in the communities that we serve.

What defines you as a person?

A : Personal integrity plays a crucial role in shaping my approach to work. I am strictler for:

1. Trustworthiness and Credibility: As I am entrusted with managing and shaping the reputation of individuals, organizations, or brands, I align my personal integrity with communication to gain trust.
2. Authenticity: I strive to remain true to what I believe and stand for.
3. Consistency: Continuously enhancing and establish a solid foundation for sustained success.
4. Building and Sustaining Relationships: I am a strong believer in fostering collaboration, and maintain long-lasting partnerships with colleagues and all those I engage with.

Q: What attracted you to UBA Kenya?

A: Africa is in the midst of historic acceleration – technology, innovation and creating an emerging consumer class to bank the unbanked. Specific to Kenya, the banking sector is very competitive .UBA bank's commitment to innovation, customer-centricity, and community impact in the Kenyan market aligns perfectly with my values. Moreover, I take the lead to provide unique platforms to shape and impact lives and enhance the bank's brand positioning in Kenya. Simply put, this is an exciting challenge.

Q: What are your initial goals and priorities as the new Marketing Head?

A: Organizations are looking to create value for customers. The key ingredient for creating value is to understand customer needs and to provide them with benefits that meet their needs. My primary goal is to ensure UBA Kenya meets the customer at their point of need, and to create brand advocates who can speak for us.

Q: How do you plan to collaborate to align marketing efforts with overall business goals?

A: Collaboration is crucial for effective marketing, and I strongly believe in cross-functional cooperation. By aligning efforts, I will ensure a consistent brand experience throughout the customer journey and deliver cohesive messaging.

Q: Are there any specific projects or initiatives you are excited to work on in the near future?



A: The majority of banking transactions in Kenya take place outside branches, with digital banking and mobile banking taking precedence. Banking is evolving at a very fast pace, to deliver convenience. At UBA Kenya, we continue to reinvent to make banking a seamless experience for our customers.

As the Corporate Social Responsibility arm of the UBA Group, UBA Foundation is committed to the socio-economic betterment of the communities in which the bank operates, focusing on development in the areas of Education, Environment, Economic Empowerment and Special Projects. Together, we can create impact, improve lives and enable change.

Q : What podcast are you currently listening to?

A: I am currently listening to Another Bite - A Shark Tank podcast which breaks down the latest and greatest pitches from Shark Tank. Hosted by Jorie Munroe, Ariel Boswell, and Jon D. Its all about Entrepreneur stories, showcasing business ideas and going deeper into their GTM strategies, packaging, and more.

Q : What is your parting shot

A: In today's rapidly evolving landscape, we all need to embrace continuous learning and stay ahead of trends. With the advent of artificial intelligence (AI), brands have a unique opportunity to leverage technology to gain consumer insights, bring efficiency and convenience and be innovative so as to stand out from the crowd.

I am truly excited to embark on this new journey at UBA Kenya, and I am committed to driving the bank's positioning in the Kenyan market. Together with the Management of the Bank, all staff and key stakeholders, I am confident that we will strengthen the UBA Brand, deepen customer engagement, and contribute to the overall success of the organization.

Success is a journey, not a destination. It requires constant effort, vigilance and revaluation – Mark Twain

Join me in this journey.