



## 'Driving women's access to mobile business skills learning: the mobile tech sector's multibillion-dollar opportunity'

10<sup>th</sup> November 2020

An online event in collaboration with the Cherie Blair Foundation for Women and supported by Synergy Solutions

### AGENDA

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|-------|---|
| 14:00 | Welcome from <b>Olu Orugboh, CEO &amp; Founder, Synergy Solutions</b> and <b>CW Board Member</b>  |
| 14:05 | <b>Session to be chaired by Olu Orugboh</b><br><b>Helen McEachern, CEO, Cherie Blair Foundation for Women</b>   |
| 14:13 | <b>'Women and mobile in low-and middle-income countries'</b><br><b>Claire Sibthorpe, Head of Connected Women, Connected Society &amp; Assisted Tech, GSMA</b>   |
| 14:21 | <b>'Mobile learning innovation &amp; business opportunities for Kenyan women entrepreneurs'</b><br><b>Sylvia Mulinge, Chief Customer Officer, Safaricom PLC</b> |
| 14:29 | Panel discussion and audience Q & A chaired by <b>Olu Orugboh, CEO &amp; Founder, Synergy Solutions</b> and <b>CW Board Member</b>                              |
| 14:57 | Wrap-up   |
| 15:00 | Event closes  |

### Profile of organisers

#### CW (Cambridge Wireless)

With over 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 20 Special Interest Groups provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up competitions along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

#### Cherie Blair Foundation for Women

Cherie Blair Foundation for Women helps release the potential of women entrepreneurs in low and middle income countries and close the global gender gap in entrepreneurship. Since the Foundation's inception in 2008, it has directly supported over 160,000 women across more than 100 countries. Through its combined approach of programmatic delivery and advocacy, the Foundation supports women to start and grow successful micro, small and medium businesses, with training, technology, mentoring and networking at the heart of its work. This opens doors to finance, markets, contacts and more, and enables women to create better futures for themselves and their families, enable their communities to prosper, contribute to strong economies, and move the world in a whole new direction. [www.cherieblairfoundation.org](http://www.cherieblairfoundation.org)

#### Synergy Solutions

Synergy Solutions is a digital innovator, focussed on bringing the latest thinking in customer and end user experience using cutting edge digital technology, AI Machine Learning, connected devices whilst developing the right business/operation to help businesses to deliver an enhanced experience and more importantly, shape them to become more resilient in response to developments in the wider market. [www.synergyorganisation.com](http://www.synergyorganisation.com)

## Profile of speakers

**Helen McEachern, Cherie Blair Foundation for Women @HelenMcEachern**

**LinkedIn:** <https://www.linkedin.com/in/helen-mceachern-7350957/>

Helen joined the Cherie Blair Foundation for Women in 2017 after over a decade at ActionAid, most recently in the role of Director of Fundraising for ActionAid UK. She brings over 20 years' experience in international NGOs and has held senior leadership positions at Greenpeace and ActionAid International. Helen has a BSc. in Social Policy from Birkbeck, University of London, and an International Executive MBA from the IE Business School in Madrid.

[www.cherieblairfoundation.org](http://www.cherieblairfoundation.org)

**Sylvia Mulinge, Safaricom PLC @sylvmulinge**

**LinkedIn:** <https://www.linkedin.com/in/sylviamulinge/>

Sylvia is currently serving as the Chief Customer Officer in Safaricom PLC. She is the commercial leader at the most profitable company in East and Central Africa and is responsible for driving the company's commercial strategy and focus on the consumer to deliver long term shareholder growth as well as create preference for the Safaricom brand. Over the span of her 20-year career in the corporate sector, Sylvia has built a reputation as one of Kenya's outstanding business transformative leaders, a mentor and a go-getter. She is the recipient of several awards, which includes her appointment to the Presidential Award Scheme, a self-development programme in Kenya aimed at equipping young people aged between 14-25 years with positive life skills so they can make a difference for themselves, their communities, Kenya and the world.

Sylvia was named as one of Kenya's Top 25 Women in Digital in 2019, and has also been feted as one of Kenya's Top 40 under 40 Women for 3 consecutive years. She is a 2015 Young Global Leader (YGL) recipient, an award given by the World Economic Forum to those distinguished as exceptional global leaders under the age of 40. Sylvia is a certified executive coach and a Bachelor of Science degree alumna from the University of Nairobi where she graduated with the highest distinction of First-Class Honors.

Her passion for transforming lives, leadership, women empowerment & community impact has her currently serving on several boards including SHOFKO (Shining Hope for Communities), Endeavor Kenya and Food4Education, and she is also a Trustee of the President Award Kenya as well as the Safaricom Foundation. She was also appointed by the Unstereotype Alliance as one of the four Global Vice Chairs in 2019. A mentor and coach in both her professional and personal life, Sylvia operates on the principles of partnership, humility, openness and professionalism. But when all is said and done, her most treasured role is that of a mother to her two beautiful children. [www.safaricom.co.ke](http://www.safaricom.co.ke)

**Olu Orugboh, Synergy Solutions @oasikhia**

**LinkedIn:** <https://www.linkedin.com/in/olu-orugboh-7a9ba9/>

As the CEO and Founder of Synergy Solutions, a digital innovator, focussed on bringing the latest thinking in customer and end user experience using cutting edge digital technology, Olu is a senior leader and seasoned professional with over 20 years' experience, leading customer care operations through change, transformation and migration into digital environments. She is highly focussed on helping businesses to deliver an enhanced experience and shape them to become more resilient. Olu has assisted a range of companies from high growth scale ups to FTSE listed companies both in the UK and Internationally. Olu has deep international experience, assisting enterprises turnaround their failing CX/UX services through to putting in place infrastructures to support growth initiatives and introduce digital innovation.

Following her MBA and after a successful career in Marketing, Olu Joined SITEL Consulting, the Call Centre Consulting division of SITEL Corporation, the \$1.3Bn NYSE listed call centre business as a Project manager, she progressed to become a Managing Consultant, and eventually Commercial Director before leaving the company in 2005 to run her own management consultancy practice focused on helping companies improve their user experience. In addition to running a business, Olu is a mother to two wonderful children and is currently developing her other passions which are to help nurture young girls and women from disadvantaged backgrounds to embrace technology and encourage businesses to adopt emerging digital technology. [www.synergysolutions.com](http://www.synergysolutions.com)

**Claire Sibthorpe, GSMA @csibthorpe**

**LinkedIn:** <https://www.linkedin.com/in/claire-sibthorpe-66a8b12/?originalSubdomain=uk>

Claire is Head of the Connected Women, Connected Society and Assistive Tech programmes at GSMA. These programmes are focused on accelerating digital inclusion for the underserved in low- and middle-income countries. Connected Women has a specific focus on accelerating digital and financial inclusion for women and Assistive Tech has a specific focus on advancing digital inclusion for those with disabilities. Claire has been working for over 20 years with public, private and international development organisations on social policy and service delivery with a focus on information and communications technology (ICT) policy and practice. She has developed, managed and implemented programmes in Africa, Asia and the UK. Claire holds an MSc in Social Research Methods (2012) and an MSc in Social Policy and Planning in Developing Countries (1997) from the London School of Economics and Political Science (LSE). [www.gsma.com](http://www.gsma.com)