



CPA CATHERINE THEURI

An experienced and seasoned financial and investment professional, a trainer and a consultant. I have held various financial positions in both service and manufacturing industries and I have over 18 years' experience in Corporate Finance, Financial Accounting, Treasury, Corporate Tax, Budgets, financial Reporting, Financial Analysis, Strategic Planning and Implementation.

Currently I am the Corporate Financial Accountant at Bamburi Cement Ltd (a member of Lafargeholcim), a role under which I have been able to contribute immensely to the organization on matters budgeting, forecasts, strategy, trade finance, treasury, credit control and reporting. Other Organizations I have worked for include Unga Holdings Ltd, Khalid and Company, Star College of Management Studies, and KCE College.

My Contribution to AWAK

I am a member of AWAK's training and development committee, PFM subcommittee and the chair of the budget sub subcommittee of the TSD subcommittee. Together with my fellow committee members we were able to deliver a very successful and high quality PFM seminar in October last year whereby we managed to make a surplus of over 2.5million shillings. This was made possible through delegate mobilization, planning, collaboration with various stakeholders and proper budgeting. We have also organized the TSD seminar to be held in May 2022 that we plan to make even more in terms of the mark-up.

I was a Board member of the Institute of Certified Investment and Financial Analysts (ICIFA) for six years and also the Chairperson of the Audit, Risk and Compliance Committee till June 2021. Prior to this I was the Chairperson Finance, Strategy and Administration Committee (2012-2020) of ICIFA. ICIFA is a professional member institute.

All this was on a voluntary basis until early 2021, since ICIFA was yet to be financially stable.

I spearheaded the draft and completion of the first strategic plan 2017-2020 for ICIFA whose strategic goals led to:

- Increased membership from slightly over 100 to just above 1000 members.
- Establishment of CPD programs – there has been one annual seminar, one international Investment Seminar every year and at least 10 monthly CPD activities for the past 4 years. Since June 2020 CPD programs have been virtual.
- Member portal was created
- Establishment of a quarterly journal
- Automation of accounting process
- Expanded balance sheet from a 200K total to a 6 million total assets within the first 3 years of the strategic plan.
- Signing of over 5 MOUs with collaborators and key industry players
- Expanded Secretariat from a single staff to 7 staff complete with a very able CEO

I am a member of the Institute of Certified Public Accountants of Kenya (ICPAK) and a member of the Institute of Certified Investment and Financial Analysts (ICIFA). I am an MBA (Finance) holder from Kenyatta University. I hold a Bachelor's degree in Education (Accounting and Economics) from the University of Nairobi.

My vision for AWAK

To have an **enhanced value proposition** for members in AWAK so that members are satisfied with AWAK membership. I strongly believe in **excellent member service** and **timely solutions** to member needs. If elected I will ensure this is enhanced even further by **listening** and offering members the value they deserve for being AWAK members. This will ensure that all registered members are willing and ready to be renewing their subscription annually (**member retention**).

In line with the **AWAK vision** of being globally recognized and its mission of capacity building of women accountants to access opportunities, I will bring my experience in **strategic planning and implementation** so that this vision is realised even further by identifying strategic goals both short term and long term, that will have a ripple effect in the growth of AWAK.

Given the opportunity, I will endeavor to be part of the team that comes up with ways of **influencing Government policies** through advocacy to ensure women-accountant- friendly policies are put in place to achieve AWAK agenda for its members.

Others include: **Financial Sustainability** and **CPD harmonization with ICPAK**