

**STEVE
BIKO
WAFULA**

PROFILE

**A Comprehensive Professional,
Academic & Leadership Profile.**

EXECUTIVE PROFILE



Steve Biko Wafula is a Kenyan entrepreneur, manufacturing executive, policy analyst, digital media strategist, and emerging political leader with over two decades of hands-on experience across finance, manufacturing, media, governance, and public policy. He is the Founder and CEO of Soko Directory Investments Limited and the Managing Director of Webuye Light Industries Limited, where he has built institutions that sit at the intersection of data, finance, manufacturing, and public discourse.

Widely recognised for his ability to translate complex economic, financial, and policy issues into actionable insights for businesses and citizens, Steve has positioned himself as a bridge between capital, governance, and grassroots enterprise. His work consistently focuses on strengthening SMEs, protecting local manufacturing, improving financial literacy, and holding public institutions accountable.

Beyond business, Steve is a public intellectual, columnist, researcher, and civic voice whose commentary spans taxation, capital markets, banking, fintech, governance, education, healthcare financing, and industrial policy. His work has influenced entrepreneurs, investors, regulators, and policymakers across Kenya and the East African region.

PROFESSIONAL PROFILE

Experienced researcher, media executive, entrepreneur, and corporate leader with a strong background in law, governance, and enterprise development. Demonstrated leadership across constitutional reform, media management, research, and private sector investment. Currently leading multiple growth-oriented ventures spanning digital intelligence, manufacturing, and market research, with a strong interest in public policy, governance, and economic transformation.

EDUCATION

2022 - 2026 **BACHELOR’S DEGREE IN GLOBAL LEADERSHIP & GOVERNANCE (ONGOING) - USIU-AFRICA**

- Focused on leadership theory, public policy, governance systems, ethics, and strategic decision-making in global and African contexts.

2001 - 2005 **BACHELOR OF LAWS (LLB) - UNIVERSITY OF NAIROBI, PARKLANDS CAMPUS**

- Developed a strong foundation in constitutional law, legal research, public law, and regulatory frameworks relevant to governance and public administration.

2001 - 2001 **DIPLOMA IN LAW AND RESEARCH - KENYA SCHOOL OF PROFESSIONAL STUDIES**

- Built practical skills in legal writing, policy analysis, research methodologies, and statutory interpretation.

2000 - 2001 **CERTIFICATE IN ENTREPRENEURSHIP - KENYA SCHOOL OF PROFESSIONAL STUDIES**

- Gained skills in business development, innovation, financial planning, and entrepreneurial leadership within emerging markets.

EDUCATION

1999 - 2000



POWER MECHANICS CERTIFICATION - KENYA SCHOOL OF PROFESSIONAL STUDIES

- Focused on leadership theory, public policy, governance systems, ethics, and strategic decision-making in global and African contexts.



1996 - 1999



KENYA CERTIFICATE OF SECONDARY EDUCATION (KCSE) -ALLIANCE HIGH SCHOOL

- Completed a rigorous academic curriculum Of the Kenya Secondary Education.



1986 - 1995



KENYA CERTIFICATE OF PRIMARY EDUCATION (KCPE) - LUGULU BOARDING PRIMARY SCHOOL

- Established a strong academic foundation of the Kenya Certificate Primary Education.



PROFESSIONAL EXPERIENCE

2026 -
PRESET

◆ **MANAGING DIRECTOR – WEBUYE LIGHT INDUSTRIES LTD**

- Oversees manufacturing operations and strategic expansion, focusing on industrial growth, operational efficiency, and local value addition.

2014 -
PRESET

◆ **MANAGING DIRECTOR – RAPTOR RESEARCH**

- Leads advanced market and policy research initiatives, producing data-driven insights to support decision-making across business, finance, and governance ecosystems.

2014-
PRESET

◆ **CHIEF EXECUTIVE OFFICER – SOKO DIRECTORY INVESTMENTS LTD**

- Founder and CEO of Soko Directory, a digital intelligence, research, and investment platform focused on market analysis, media strategy, and enterprise development. Provides research, reputation management, and strategic insights for businesses, investors, and institutions.

2010 -2013

◆ **MANAGER – WEST FM RADIO STATION**

- Managed station operations, programming, and commercial strategy, strengthening audience reach and operational sustainability.

2007 -2009

◆ **RESEARCHER – CONSTITUTION OF KENYA REVIEW PROCESS**

- Participated in national constitutional review research, contributing to policy analysis, stakeholder engagement, and documentation supporting governance reform.
- **ADDITIONAL INFORMATION** - Detailed professional experience, publications, and engagements are available on LinkedIn.

PROFESSIONAL EXPERIENCE

FOUNDER & MANAGING DIRECTOR – SOKO DIRECTORY

SOKO DIRECTORY | KENYA & GLOBAL MARKETS | 2020 – PRESENT

Founder and Managing Director of Soko Directory, a research-driven media, market intelligence, and brand advisory platform operating at the intersection of finance, policy, entrepreneurship, and digital ecosystems in Africa. Led the design and execution of high-impact content, research, and strategic advisory engagements for local, regional, and global brands across banking, fintech, investment, development finance, manufacturing, and technology sectors.

Built and scaled Soko Directory into a trusted voice within the African financial ecosystem, providing analysis on capital markets, banking performance, public policy, taxation, investment products, and economic reforms. Regularly engaged with senior executives, policymakers, investors, founders, and development finance institutions to translate complex financial and regulatory issues into accessible, data-driven insights.

Worked with local and international financial institutions, banks, fintechs, and development partners on brand positioning, thought leadership, reputation management, and market education campaigns. Projects included investor education, product storytelling, policy analysis, SME financial literacy, and ecosystem mapping within East Africa and broader African markets.

Led end-to-end project delivery including research design, data analysis, narrative development, stakeholder engagement, content production, and digital distribution. Oversaw cross-functional teams and collaborators spanning writers, designers, analysts, and digital strategists.

Advised brands and institutions on navigating regulatory environments, public perception risks, and macroeconomic shifts, particularly within Kenya's banking, capital markets, tax, and SME ecosystems.

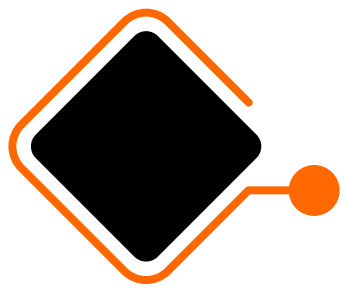
Developed strong working relationships with banks, asset managers, development finance institutions, and regional financial actors, positioning Soko Directory as a bridge between capital providers, policymakers, entrepreneurs, and the public.

Demonstrated measurable impact through sustained audience growth, high engagement rates, and consistent reach among business owners, investors, professionals, and policymakers, with content frequently shaping public discourse on finance and governance.

PROFESSIONAL EXPERIENCE



SOKO DIRECTORY | KENYA & GLOBAL MARKETS | 2020 – PRESENT



KEY COMPETENCIES & FOCUS AREAS

- Financial & Capital Markets Analysis
- Banking, Fintech & Investment Ecosystems
- Development Finance & SME Financing
- Policy, Regulatory & Governance Analysis
- Strategic Communications & Thought Leadership
- Brand Advisory & Reputation Management
- Market Research & Intelligence
- Executive & Stakeholder Engagement

ENTREPRENEURSHIP & CORPORATE LEADERSHIP

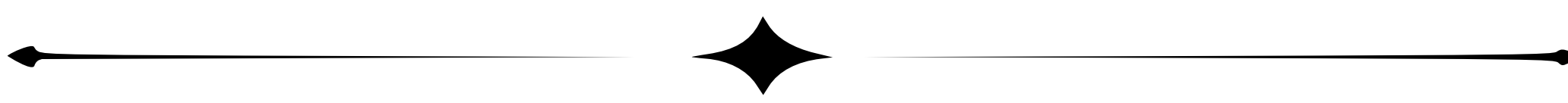


Steve's entrepreneurial journey spans more than 20 years and reflects a rare blend of strategic vision and operational depth. As Founder and CEO of Soko Directory Investments Limited (established in 2008), he built one of East Africa's most respected financial and business intelligence platforms, serving banks, financial institutions, SMEs, investors, and policymakers.

Soko Directory operates at the convergence of research, media, reputation management, market intelligence, and digital strategy. Under his leadership, it has advised and worked with leading institutions including Co-operative Bank of Kenya, NCBA, ABSA Bank, Family Bank, Rafiki Microfinance, NSSF, DSTV Kenya, and multiple fintech and investment firms.

In manufacturing, Steve serves as Managing Director of Webuye Light Industries Limited, where he oversees strategy, compliance, production planning, financial controls, human capital development, and market expansion. His manufacturing work is deeply informed by policy realities — taxation, regulation, energy costs, logistics, and access to capital — making him a leading voice on industrialisation and SME survival in Kenya.

POLICY, GOVERNANCE & PUBLIC THOUGHT LEADERSHIP

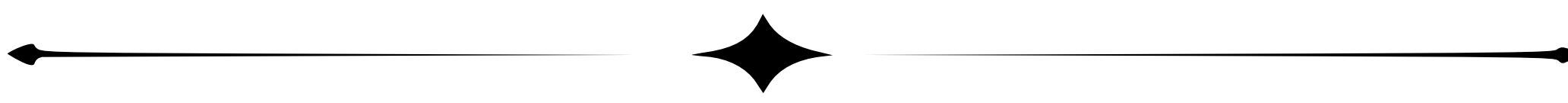


Steve is widely known for his uncompromising analysis of governance failures, fiscal mismanagement, and policy design in Kenya. His work interrogates how taxation, over-regulation, corruption, and weak institutions suffocate enterprise and deepen inequality.

He has produced extensive written analysis on topics including eTIMS compliance, SME taxation, capital markets decline, healthcare financing (NHIF/SHIF), education commercialisation, housing levies, infrastructure PPPs, and public debt. His writing style combines data, satire, historical perspective, and moral clarity, making complex issues accessible while remaining intellectually rigorous.

He is a regular columnist on entrepreneurship and finance and has appeared as a business and investment analyst on regional and continental media platforms, including CNBC Africa. His research-driven approach has positioned him as a credible authority among entrepreneurs, bankers, investors, and civic leaders.

DIGITAL INFLUENCE, MEDIA & PUBLIC ENGAGEMENT

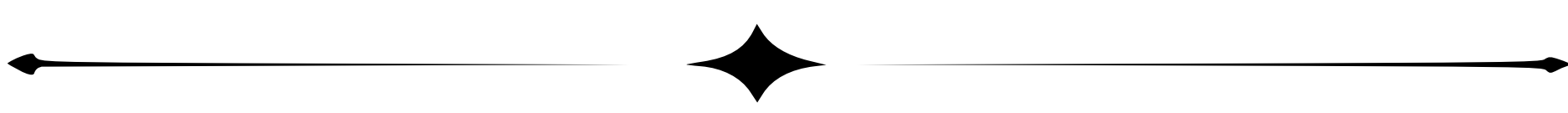


Steve commands significant digital influence across major platforms. Through @SokoAnalyst and his associated channels, he reaches hundreds of thousands of followers, shaping discourse on economics, leadership, governance, and investment.

His digital work goes beyond commentary; he designs social media policies, crisis communication strategies, and reputation management frameworks for corporations, CEOs, and institutions operating in high-risk public environments. His ability to manage narratives during regulatory, financial, and reputational crises has made him a sought-after advisor.

He is also a seasoned public speaker, moderator, and master of ceremonies, known for clarity, authority, and audience engagement across corporate, youth, policy, and faith-based forums.

POLITICAL VISION & CIVIC RESPONSIBILITY



Steve's work increasingly reflects a deliberate transition from commentary to leadership. He has openly articulated his intention to contest the Webuye West parliamentary seat, motivated by a conviction that governance must be reclaimed by competent, ethical, and economically literate leaders.

His political philosophy centres on productivity, manufacturing-led growth, fiscal discipline, education reform, healthcare sustainability, and the dignity of work. He advocates for voter accountability, civic education, and the dismantling of extractive political systems that reward incompetence.

This civic ambition is not theoretical — it is informed by lived experience as an employer, taxpayer, manufacturer, borrower, and community leader navigating the realities of Kenyan governance daily.

CORE COMPETENCIES & STRATEGIC STRENGTHS



- **Corporate & Public Sector Leadership**
- **Manufacturing Strategy & SME Operations**
- **Financial Analysis & Capital Markets Commentary**
- **Policy Research & Governance Analysis**
- **Crisis Negotiation & Reputation Management**
- **Digital Media Strategy & Social Influence**
- **Entrepreneurial Training & Mentorship**
- **Public Speaking & Strategic Communication**

Steve's defining strength lies in synthesis — the ability to connect finance, policy, governance, culture, and lived economic reality into coherent strategies that create value and accountability.

PERSONAL ETHOS & LEGACY ORIENTATION



At the core of Steve Biko Wafula's work is a deep sense of responsibility — to family, community, enterprise, and nation. His leadership philosophy rejects shortcuts and populism, favouring discipline, institutional strength, and moral clarity.

He views business as a vehicle for national development, leadership as stewardship, and governance as a sacred trust. His long-term vision is to build institutions, policies, and leaders that outlive personalities and cycles, anchoring Kenya's future in competence, productivity, and justice.

TERMS OF REFERENCE (TOR)

SENIOR STRATEGIC COMMUNICATIONS, MARKET INTELLIGENCE & REPUTATION LEAD

• Role Purpose

The Senior Strategic Communications, Market Intelligence & Reputation Lead is responsible for shaping, protecting, and amplifying the public narrative, market positioning, and strategic reputation of a portfolio of 15 major businesses, including two publicly listed companies. The role sits at the intersection of data-driven market intelligence, economic analysis, media influence, and narrative control, ensuring clients remain competitive, credible, and agenda-setting within national and regional discourse.

• Scope of Responsibility

The role covers content curation, market and economic research, social media intelligence, reputation management, public narrative shaping, and high-level stakeholder engagement across traditional media, digital platforms, and policy-facing forums.

• Key Responsibilities – Market Research & Intelligence

Conduct continuous macroeconomic, sectoral, and competitor analysis impacting client businesses.

Produce actionable market intelligence briefs, investor-facing insights, and executive summaries.

Track regulatory, fiscal, and policy developments affecting listed and non-listed clients.

Translate complex economic data into strategic communication insights for boards and senior leadership.

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- **Key Responsibilities – Content Curation & Narrative Strategy**

Design and oversee content strategies that align business objectives with public sentiment and market realities.

Curate authoritative, data-backed content that positions clients as industry leaders.

Develop thought leadership narratives that shape national economic and sector conversations.

Ensure consistency of messaging across media, digital platforms, and public engagements.

- **Key Responsibilities – Social Media Listening & Trend Analysis**

Monitor digital platforms to identify emerging trends, sentiment shifts, and reputational risks.

Analyse trending topics shaping national conversations and assess their impact on clients.

Provide early-warning intelligence on issues likely to escalate into reputational or market risks.

Advise clients on strategic engagement or disengagement based on data-driven insights.

- **Key Responsibilities – Reputation & Risk Management**

Design and implement reputation management frameworks for corporate and executive brands.

Manage crisis communication strategies, including scenario planning and rapid response protocols.

Safeguard investor confidence and public trust, particularly for listed entities.

Conduct reputation audits and sentiment reports for boards and senior executives.

- **Key Responsibilities – Media, Public Engagement & Agenda Setting**

Represent the firm and its clients on television, radio, and digital platforms as a credible economic and market analyst.

Shape national economic, business, and policy conversations through informed media participation.

Engage editors, journalists, influencers, and opinion leaders to amplify strategic narratives.

Support executive media training and spokesperson preparation.

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- **Governance & Listed Company Considerations**

Ensure all communications for listed companies align with CMA, NSE, and disclosure regulations.

Advise on market-sensitive information and reputational implications of public statements.

Coordinate closely with legal, investor relations, and compliance teams.

Uphold the highest standards of accuracy, integrity, and market discipline.

- **Deliverables**

Weekly market and sentiment intelligence briefs.

Monthly reputation and trend analysis reports.

Crisis communication playbooks and scenario plans.

Thought leadership content and executive talking points.

Quarterly strategic communication and market positioning reviews.

- **Key Competencies & Expertise**

Advanced understanding of economics, financial markets, and public policy.

Strong analytical capability with the ability to convert data into influence.

Deep understanding of media dynamics, public opinion, and digital ecosystems.

High-level writing, presentation, and on-air communication skills.

Strategic judgment, discretion, and credibility at board and executive level.

- **Impact of the Role**

This role is central to protecting shareholder value, shaping public trust, influencing national economic discourse, and ensuring client businesses are not only reactive to public opinion, but actively shaping it.

MY SOCIALS



@SokoAnalyst



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CONTACTS



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