

George Nekwaya

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PROFESSIONAL SUMMARY

Innovative MBA graduate with a strong background in data analytics, entrepreneurship, and cross-cultural business experience. Skilled in market research, product development, and strategic planning across diverse international contexts. Proven ability to lead complex projects, adapt to multicultural environments, and drive business growth through data-driven decision-making.

EDUCATION

Brandeis International Business School, Waltham, MA, USA

Master of Business Administration (STEM-Designated), Concentrations: Data Analytics, Strategy & Innovation GPA: 3.45/4.0

Relevant Coursework: Business in Global Markets, Business and Economic Strategies in Emerging Markets, Advanced Data Analytics, Machine Learning and Data Analysis for Business and Finance, Forecasting in Finance and Economics, Entrepreneurship and Rapid Prototyping, Competition and Strategy, Business Dynamics

Namibia University of Science & Technology, Windhoek, Namibia

Bachelor of Engineering: Civil & Environmental Engineering,

FH-Aachen University of Applied Sciences, Aachen, Germany Student Exchange Program, 2006

PROFESSIONAL EXPERIENCE

Buffr Inc., Founder, 2022 - Present

- Developed a multi-bank wallet and payment aggregator platform addressing financial inclusion in Namibia and Southern Africa
- Conducted comprehensive market analysis, identifying a Total Addressable Market (TAM) of \$5.33B - \$26.67B in the SADC region
- Performed in-depth analysis of African fintech landscapes, regulatory frameworks, and market dynamics
- Engaged with UPI platform leaders in India to incorporate best practices for financial inclusion

Brandeis International Business School, Waltham, MA

Instructional Assistant (Jan 2024 - Jun 2024)

- Assisted in teaching Social Impact Investing course

Instructional Assistant (Aug 2023 - Dec 2023)

- Supported MBA Career and Management Communication course
Vice President, International Business School Student Association (Jan 2023 - Dec 2023)
- Led initiatives to foster cross-cultural collaboration and enhance student experience

Insait IO, Tel Aviv, Israel | Business Development Intern, June 2023 - July 2023

- Conducted comprehensive research on the US banking landscape, compliance requirements, and competitive dynamics
- Developed strategic recommendations for product portfolio expansion based on market analysis
- Applied MBA strategy, research, and analytical skills in a fast-paced fintech environment

Polar Power Inc., Namibia | Business Operations Manager | Site Engineer, 2018 - 2020

- Led complex, cross-country infrastructure projects across Southern Africa
- Acquired multi-million dollar telecom infrastructure contracts through strategic business development efforts
- Presented innovative hybrid power solutions to major telecom companies
- Oversaw the entire lifecycle of construction projects, ensuring quality and on-time delivery

Etuna Guesthouse & Tours, Namibia | Operations & General Management | Marketing & Sales, 2006 - Present

- Contributed to various aspects of the family-owned hospitality business
- Developed strategies to improve operational efficiency and customer satisfaction
- Gained hands-on experience in the hospitality industry, understanding customer needs and pain points

SKILLS & TECHNOLOGIES

- Product Management: Agile Methodologies, User Research, Product Roadmapping
- Data Analytics: Python, R, SQL, Predictive Modeling, Data Visualization
- Machine Learning: Time Series Forecasting, Generative AI
- Project Management: Regulatory Compliance, Digital Infrastructure, Open Banking & Platforms
- Digital Transformation: Product Management, User Research, AI Implementation

INTERNATIONAL EXPERIENCE

- Hassenfeld Fellow: Immersion experiences in Israel and India (2023-2024)
 - Israel: Studied innovative tech companies including Mobileye, Lemonade, and Lightricks
 - India: Explored diverse sectors including FMCG, Telecom, and Automotive industries
- Student Exchange Program: FH-Aachen, Germany (2006)
 - Conducted comparative research on project management practices in Germany and Namibia