

DENNIS OKELLO, PhD Cand., MBA (Global), BSc, BBA, ACCA (L3), CPA (L2)



Business Consultant | Entrepreneur | Commercial Accountant | Strategic Advisor | Tutor

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Kampala, Uganda

PROFILE

Accomplished business Consultant, administrator, entrepreneur, and commercial accountant with over 19 years of professional experience spanning business management, procurement, financial management, marketing, and strategic consultancy across Uganda and the United Kingdom. Currently a PhD candidate in Business Administration, specializing in Entrepreneurship at Kabale University, blending both rigorous academic grounding and extensive real-world industry practice. Combines hands-on leadership experience, including directing a multi-sector consultancy firm and advising blue-chip and public-sector clients, with a demonstrated commitment to teaching, training, and mentoring young minds in business and entrepreneurship skills.

ACADEMIC QUALIFICATIONS

YEAR	AWARD	INSTITUTION
2025 to date	PhD Business Administration - Entrepreneurship	Kabale University
2012 - 2014	Masters in Business Administration	London Metropolitan University, UK
2010 - 2014	Association of Chartered Certified Accountants (ACCA) (Level 3)	London School of Business and Finance, UK
2013 - 2014	Bachelor of Science in Applied Accounting	Oxford Brookes University, UK
2004 - 2006	Certified Public Accountants (ICPAU)	Management and Accountancy Training Company Limited (MAT)
2006 - 2009	Bachelor in Business Administration	Makerere University (MUK)

CORE AREAS OF TEACHING COMPETENCE

▪ Entrepreneurship Management	▪ Financial Management	▪ Business Administration & Strategic Management
▪ Entrepreneurship Training and Development	▪ Marketing Management	▪ Corporate Management
▪ Organizational Behaviour	▪ Economic Policy and Analysis	▪ Strategic Planning

PROFESSIONAL WORK EXPERIENCE

Director | Connect Public Relations Limited (www.connect-publicrelations.com) Formerly Atii and Kati Limited) - Business Consultancy, Marketing, Public Relations & Events Management Firm — Uganda

2013 – Present

- Lead strategic business consultancy engagements for major regional and international clients, translating business strategy into implementable marketing, rebranding, and communications programmes, projects and campaigns.
- Oversee the strategic direction, financial control, and procurement functions of the organization.

Sample brands & organizations supported:

- **FMCG & Consumer Brands:**
 - Fresh Dairy/Brookside Limited - Strategic Marketing, Public Relations, and Digital Media Management (2016 to 2025)
 - RIVA - Brand Launch in Uganda
- **Humanitarian, Development & Non-Governmental Organizations**
 - Defend Defenders - Rebranding Exercise (2023)
 - Uganda Red Cross Society - Rebranding Exercise (2020–2021); National Council Meetings (2022 & 2023)
 - African Leaders Malaria Alliance (ALMA) (2016)
 - Uganda Health Marketing Group (UHMG) - AFFORD Project Close-Out
 - Oxfam Uganda (2015 & 2016)
- **Technology & Telecommunications**
 - Huawei Technologies - Advertising and Public Relations (2015–2018)
 - Visa (2026) - Strategic Planning, Public Relations and Events
 - Azam TV launch in Uganda
- **Financial Services & Capital Markets**
 - Cipla Quality Chemical Industries Limited - Initial Public Offering (IPO) Launch (2018)
- **Engineering, Infrastructure & Manufacturing**
 - Pearl Engineering Company Limited - Rebranding exercise (2014)
 - Rovo ventures limited - Rebranding exercise
- **Sports & Entertainment**
 - Uganda Cricket Association (2010-2018)
- **Transport & Mobility**
 - Bolt Uganda
 - Taxify to Bolt (2019)
 - Glovo – Ugandan market entry
- **Human Resource & Recruitment**
 - Brighter Monday Uganda - Public Relations, Branding, and Marketing (2014–2017)
 - Cheki Uganda

Principal Consultant | Acumen Entrepreneurship solutions - Entrepreneurship consultancy and networking - Uganda 2025 - Present

Entrepreneurship Solutions provides a dynamic platform to empower entrepreneurs to start, grow and scale successful businesses through:

- Entrepreneurship training
- Mentorship
- Networking and collaborations

Accountant | Gobar & Co. Accountants — United Kingdom 2011 – 2012

- Prepared and maintained statutory books of accounts for corporate and individual clients.
- Filed tax returns with Her Majesty's Revenue and Customs (HMRC) and resolved client tax matters.
- Key client accounts: Rose and Steel Company Limited, UK; SP Property Limited, UK; Mazuki Limited, UK; and various individual accounts.

Finance Assistant | Lowe Scanad Uganda Limited (Advertising Firm) — Uganda March 2008 – June 2010

- Maintained accounting records; posted petty cash, bank payments, and purchases/sales day-book entries into the General Journal.

- Reconciled debtors, managed debt collection, and prepared daily and monthly bank reconciliation statements.
- Handled daily banking of cheques, client billing and invoicing, cheque preparation, and petty cash vouchers.
- Managed payroll, National Social Security Fund (NSSF), and Pay As You Earn (PAYE) processing for over 50 staff members.
- Filed statutory returns with the Uganda Revenue Authority and processed NSSF staff remittances.

Key billing accounts: Nokia launch in Uganda; Emirates monthly retainer; Uganda Breweries Limited brands (Pilsner Lager, Tusker, Bell Lager, Uganda Waragi); Uganda Telecom; UAP Insurance; Coca-Cola media promotions; and Unilever Uganda launches.

Sales and Distribution Assistant | Three-R International Limited (Distribution Company) — Uganda

2005 – 2007

- Supervised sales and distribution of FMCG's to over 50 outlets weekly and generated periodic sales performance reports.
- Grew the client base by recruiting over 100 new retail clients, generating over 80% business growth.

RESEARCH INTERESTS

Entrepreneurship development and small-business growth strategies; Social Entrepreneurship; SME financial management; strategic business consultancy; procurement and financial governance; marketing and organisational re-branding in emerging markets.

PROFESSIONAL & TECHNICAL SKILLS

- Accounting & ERP systems: Sage Taxation, Sage 50, Sun Systems, Tally, QuickBooks, VT Transaction+, Media Billing System 2000.
- Strong command of financial management, procurement, strategic planning, and business consultancy.
- Excellent facilitation, mentorship, and cross-cultural communication skills developed across UK and Ugandan professional environments.

PERSONAL DATA

Nationality: Ugandan | Sex: Male | Marital Status: Married

REFERENCES

Dr. John Bosco Turyasingura — Supervisor and Lecturer at Kabale University | Tel: +256 782845778 | Email: jboturyasingura@kab.ac.ug

Vincent Omoth — Marketing Manager, Brookside Limited | Tel: +256 758 497821 | Email: Vincent.omoth@brookside.co.ug

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