

FRIDA WANJA MUREITHI

Senior EA & People Operations | Business Support | Office Management | ERP/AI & Process Optimization |
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PROFILE SUMMARY

I help growing organizations move from operational chaos to structured, scalable systems. With 15+ years of experience across Executive Support, HR Coordination, and Business Operations, I have partnered with leadership teams across Africa and the UAE in Insurance, Financial Services, and Energy sectors to strengthen how businesses operate, scale, and govern themselves.

My expertise sits at the intersection of people, process, and performance designing and embedding systems that improve efficiency, clarity, and execution discipline as organizations grow. I am trusted by executives and founders to bring order to fast-moving environments without losing agility or culture.

Core strengths include People Operations & HR Coordination, Business Operations & Executive Support, Systems & ERP enablement, AI-driven workflow improvement, and Governance support in high-growth environments where structure is still evolving.

CORE SKILLS

- Executive Operations & Calendar Strategy - Optimizing leadership time across global schedules
- Meeting & Governance Management - Board meetings, retreats, and virtual executive sessions, including structure and follow-through
- Executive Communication & Document Design - Drafting executive memos, briefs, reports, and structured presentations
- Cross-Functional & Stakeholder Coordination - Driving alignment across teams, regions, and senior stakeholders
- Operational Systems & Performance Tracking - Building dashboards, trackers, and visibility tools to improve execution discipline
- Process Optimization & Cost Efficiency - Identifying inefficiencies and implementing streamlined, cost-effective solutions
- Project Coordination & Delivery Management - Tracking milestones, risks, dependencies, and ensuring end-to-end execution
- People Operations & HR Systems - Organizational design, HR policy & compliance, talent coordination, and culture development
- Operational Excellence - SOP design and implementation, process improvement, change management, and operational infrastructure setup
- Systems & Digital Transformation - ERP implementation, AI-driven workflow automation, data governance, and digital transformation initiatives
- Executive & Strategic Support - Cross-border coordination, financial and resource oversight, governance support, and risk management

PROFESSIONAL EXPERIENCE

Senior Manager - Operations & Business Support | Bikbat Insurance Agency | March 2026 - Present
Spearheading operational setup, compliance structuring, and growth enablement for a newly established insurance agency, building foundational systems from the ground up to support scale, accountability, and market visibility.

Key Contributions:

- Designing and implementing core organisational frameworks, including HR policy, Data Privacy & Protection Manual, and internal governance structures

- Developed weekly and monthly sales reporting templates to drive performance tracking, accountability, and visibility
- Building and operationalizing a Balanced Scorecard (BSC) framework to align team performance with business objectives
- Created and deployed key compliance documentation, including client consent forms, conflict of interest declarations, and other regulatory tools
- Coordinated digital presence rollout across LinkedIn, Instagram, and TikTok, establishing brand visibility and structured content engagement
- Led vendor coordination to successfully launch a fully functional company website and integrate WhatsApp for business communication
- Established structured client communication and follow-up workflows to support customer engagement and retention
- Continue to expand operational systems, compliance frameworks, and internal processes to support business growth and scalability

Independent Virtual Assistant Consultant (Part-Time) | Remote | Sep 2025 – Present

Provide executive and operational support to senior leaders and business owners across multiple sectors, ensuring structured execution and efficient day-to-day operations.

Key Contributions:

- Orchestrate executive calendars and workflows, aligning daily activities with strategic priorities
- Design and implement SOPs, trackers, and administrative systems to improve efficiency and accountability
- Coordinate meetings end-to-end, including agenda setting, documentation, and follow-up tracking
- Streamline inbox and communication management, improving responsiveness and reducing backlog to near zero
- Support short-term projects with structured execution plans, ensuring deadlines and quality standards are met
- Introduce weekly planning frameworks to improve workload prioritization and execution discipline

Executive Assistant to Group Managing Director | Pacific Petroleum Group, Dubai | July 2024 – August 2025

Enabled executive effectiveness and operational coordination for the Group Managing Director across a multi-country business environment.

Key Responsibilities & Achievements:

- Led the end-to-end development and implementation of a Cash Management Policy, strengthening financial controls and operational discipline
- Designed and operationalized the Dubai Staff Health Insurance Framework, aligning employee benefits with organisational structure and compliance requirements
- Developed and implemented a Balanced Scorecard (BSC) for the Finance Team, including training stakeholders on application and performance tracking
- Managed complex executive calendar across multiple time zones, ensuring alignment with strategic priorities
- Coordinated international travel logistics, documentation, and itineraries with high accuracy and efficiency
- Acted as a central communication hub between executive leadership and internal/external stakeholders
- Prepared executive meetings, tracked action items, and enforced follow-through across teams
- Supported cross-functional initiatives and policy execution, ensuring alignment and timely delivery
- Optimized executive workflows, improving response time and follow-up efficiency by 40%

- Maintained confidential records, contracts, and documentation with high levels of discretion
- Supported recruitment processes, including candidate coordination, interview logistics, and stakeholder alignment, contributing to timely hiring decisions.

Executive Assistant to Director, International Business | Britam Holdings PLC, Kenya | 2015 – 2024

Provided strategic executive and operational support across six countries, working closely with senior leadership, boards, and external partners.

Key Responsibilities & Achievements:

- Orchestrated executive scheduling, travel planning, and regional coordination across multiple markets
- Coordinated board and leadership meetings, including agenda development, documentation, and action tracking
- Built structured trackers and reporting systems to improve visibility on regional initiatives and commitments
- Acted as liaison between leadership, regulators, partners, and internal teams
- Streamlined board preparation processes, reducing turnaround time from 3 weeks to 1 week
- Identified inefficiencies in travel processes, leading to improved cost control and planning discipline
- Supported execution of cross-functional projects, ensuring alignment, accountability, and timely delivery
- Supported operations across six-country portfolio, ensuring coordination, reporting, and execution alignment across diverse regulatory and business environments

EDUCATION

Bachelors in Business Management (HRM) | Mount Kenya University | 2011 – 2014

Higher Diploma in Human Resource Management | College of Human Resource Management | 2014 –

2015 Diploma in Secretarial Studies | Machakos Technical Training Institute | 1998 – 2001

Certificate in Counseling | College of Human Resource Management | 2015

ADDITIONAL INFORMATION

Languages: English (Fluent), Swahili (Fluent)

Technical Stack: ODOO & Oracle ERP, Microsoft Office Suite, Teams, Google workspace. Open to learning new tools.

Professional Attributes: High Emotional Intelligence, Strategic Organization, Composure Under Pressure

Availability: One month notice – based in Nairobi