

# MORRIS MUTEMBEI KITHINJI

## AI & Data Engineer | Business & Product Strategy

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### PROFESSIONAL SUMMARY

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Data driven business analyst, entrepreneur, and AI builder with 9+ years of experience turning insights into action across fintech, banking, and healthcare. I combine deep expertise in data analytics, predictive modeling, and process automation with a proven track record of optimizing processes, launching products, and driving business growth. I utilize my M.S. in Business Analytics & Information management to bridge the gap between technical execution and high-level business strategy.

### TECHNICAL SKILLS

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**Data Engineering/ML** | Python, SQL, PostgreSQL, Git, ETL/API Integration, Generative AI, Predictive Modeling, NLP, A/B Testing, Prompt Engineering

**BI/Analysis:** Tableau, Advanced Excel, R

**Product/Dev Ops:** React Native, RPA

**Domain Expertise** | Fintech, Banking, Sales, Marketing, Product Development, Customer Discovery, Process Automation

### STARTUP PROJECTS & APPLIED AI WORK

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#### Founder & Lead Engineer

2025 – Present

- CareRide:** Engineered and deployed CareRide, an AI-powered NEMT dispatch platform utilizing Python, PostgreSQL, and custom optimization algorithms to automate scheduling and communication for healthcare facilities, projecting a 30% reduction in coordination overhead.
- CardMeet:** Developed CardMeet, an AI-powered networking app featuring NLP-driven meeting note summarization and personalized follow-up generation via Generative AI.
- MentorAI:** Mentorship platform helping colleges connect mentors and mentees, track progress, and measure program impact.

### PROFESSIONAL EXPERIENCE

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#### Founder/Research Fellow | NSF I-Corps & Horn Entrepreneurship Programs | UD

Summer – Fall 2025

- Conducted over 30 deep-dive interviews with healthcare providers to understand daily logistics frustrations, transforming raw insights into a validated SaaS concept prioritizing provider and patient well-being.
- Mapped market gaps through active listening, refining a vision for automated medical transport focused on creating a reliable lifeline for those who need it most.

#### Campus Operations & Administrative Support | University of Delaware (Aramark & OLAM)

Aug 2024 – Jan 2025

- Managed inventory and regulatory protocols across two high-volume environments, ensuring compliance and preventing supply disruptions.
- Coordinated workflows and maintained quality standards to support efficient daily operations and service delivery.

#### Sales & Marketing Manager | Leja Limited (Fintech)

Apr 2022 – Jan 2024

- Built analytics workflows that uncovered customer needs, leading to a 20% surge in market share driven by genuine trust and value.
- Empowered a team of 100+ sales professionals by bridging sales and engineering, ensuring CRM tools solved real problems.

#### Commercial Banker | Faulu Microfinance Bank

Jan 2021 – Mar 2022

- Grew customer base **10x** by leveraging data for entrepreneur support, driving **\$11M+ portfolio growth**.
- Championed a new digital loan system, cutting wait times from a week to **three days**.

**Business Relationship Officer | Jitegemea Credit Limited (Microfinance)**

*Mar 2018 – Sep 2019*

- Drove customer acquisition and loan book growth through targeted lead generation, market analysis, and tailored lending solutions.

**Business Development Officer | Juhudi Kilimo Limited (Microfinance)**

*Jan 2017 – Mar 2018*

- Built a loan portfolio from 0 to KES 20M in under 2 years through market research, client relationship building, and strategic prospecting.g.

**EDUCATION**

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**M.S. Business Analytics & Information Management | University of Delaware**

*Dec 2025*

*Relevant Coursework: Machine Learning, Data Mining, Optimization, Predictive Analytics, Data Engineering, A/B Testing*

**B.Com. Finance | Kenyatta University**

*Dec 2016*

*Relevant Coursework: Financial Accounting, Business Statistics, Micro & Macroeconomics*

**CERTIFICATIONS**

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- Financial Modeling & Valuation Analyst (FMVA) — Corporate Finance Institute
- Business Intelligence & Data Analyst (BIDA) — Corporate Finance Institute
- Google Data Analytics Certificate — Google
- Certified Professional Accountant (CPA 1)
- Emerging Leader & Leadership Portfolio — University of Delaware

**AWARDS & RECOGNITION**

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- VentureOn Competition Winner & Horn Entrepreneurship Program, University of Delaware
- Entrepreneurship Competition Judge DECA, BPA, ISACA, DIAMOND AI CHALLENGE