

OUR TEAM



Dr. Clement Mulenga Sinyangwe, born in the mining town of Chingola, he embarked on his educational journey there. His pursuit of knowledge led him through prestigious institutions like Evelyn Hone College, the National Institute for Public Administration (NIPA), ZCAS University, Greenwich University, and the University of Zambia, where he garnered an impressive array of tertiary qualifications. Presently, he holds pivotal positions as the Head of ICT and a lecturer at Chalimbana University. Beyond these roles, his leadership extends nationally, presiding as the President of the ICT Association of Zambia (ICTAZ) and spearheading research at the Technology Information Confederation for Africa (TICONA). Notably, he contributes to the ICT and Digitalization Technical Working Group, an initiative established by the

President of Zambia under the Public-Private Dialogue Forum (PPDF). Dr Sinyangwe's academic achievements span a spectrum, including a Master of Science in Information and Communications Technology, a General-focused Master of Business Administration (MBA), a Bachelor of Science in Computing, a Higher National Diploma in IMIS, a Diploma in Information Systems and Programming (I.T), alongside certifications in Cyber Security and Network Security. His expertise encompasses pivotal domains such as Cyber Security, Project Management, Data Analytics, Artificial Intelligence, Ethics of Computers, Digital Transformation, and Business Automation. With over 18 years of experience in middle and senior-level leadership, Dr Sinyangwe consistently demonstrates adeptness in steering cross-functional teams and driving strategic initiatives to meet business objectives. He is recognized for his exceptional problem-solving skills, robust interpersonal abilities, and a track record of successful project implementations. Dr Sinyangwe excels in translating his profound grasp of technology and business impact into pragmatic solutions. Apart from this book, Dr Sinyangwe has authored two other books, several peer reviewed academic journals and contributed to book chapter.



Mrs. Rachel Mwale Sinyangwe stands as a highly accomplished professional, holding a Master of Business Administration (MBA) and a Bachelor of Arts degree with honors in Marketing. Her academic achievements are further complemented by a Diploma in Marketing and a collection of marketing certificates acquired throughout her career journey. With an extensive 18-year work history, Mrs. Sinyangwe has honed her expertise across diverse

sectors, including Fast-Moving Consumer Goods (FMCG), manufacturing, and Service Delivery. Impressively, she has dedicated over a decade to middle and senior management roles. Her skill set is broad and encompasses key areas such as Strategic Marketing Management, Customer Experience, Corporate Communications, and Brand Management. Proficient in a variety of computer applications, Mrs. Sinyangwe is well-versed in ERP software, showcasing a comprehensive technological acumen. Known for her agility in learning, she excels in independent work and demonstrates an exceptional ability to maintain composure even in high-pressure situations. Beyond her contributions to this book, Mrs. Sinyangwe has further demonstrated her expertise by authoring and publishing peer-reviewed articles. Her multifaceted career journey attests to her dedication, adaptability, and continuous pursuit of excellence in the dynamic field of marketing.