

# SAMUEL KIMANI SIKUKU

Growth & Operations · Africa–Europe Corridor · Fintech & Web3

Paris, France · +33 6 23 88 79 95 · [samuel.kimani.sikuku@gmail.com](mailto:samuel.kimani.sikuku@gmail.com) · [samuelkimanisikuku.com](https://samuelkimanisikuku.com)

## PROFILE

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Kenyan operator based in Paris with 9+ years scaling fintech, e-commerce and operations across Africa and Europe. Grew a B2B fulfillment platform's GMV from \$20K to \$2M, built and led order-processing teams of 30+, and most recently drove BD for a cross-border remittance fintech in Europe. Active Web3 builder and personal DeFi user (Morpho), and I build communities for Africans in the diaspora. Looking for a Growth role where I can move the needle on acquisition and partnerships in the Africa–Europe corridor.

## KEY ACHIEVEMENTS

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- **Grew Sindy Supply's GMV from \$20K to \$2M** month-on-month as Operations Manager, leading B2B fulfillment for FMCGs across Kenya.
- **Ran order processing at Jumia Kenya** with 30+ operators (100+ at peak), achieving 98% packaging compliance and reducing return costs by 10%.
- **Improved UrbanHub warehouse picking productivity by 14%** via YUMS, while setting KPIs for operators and team leads across the site.
- **Founded Africa Global Forum** (evolved from Formalitee.ai), a diaspora community bridging Africans abroad and the continent through investment, partnerships and networks.
- **Launched the Founders Running Club Nairobi chapter** as Community Builder for a global network of 50,000+ members across 45+ cities.

## EXPERIENCE

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### Founder | [Africa Global Forum](#)

Jan 2025 – Present · Paris, France · Remote

- Building a diaspora platform that amplifies the voice and economic power of Africans abroad, bridging diaspora excellence to continental impact through investment, founder partnerships, global networks and cultural celebration.
- Driving community growth across Europe and Africa, connecting professionals, founders and investors in the diaspora.
- Leading product marketing and Web3 positioning for the platform.

### Business Development Specialist | [LemFi](#)

Aug 2025 – Mar 2026 · Paris, France · Remote · Freelance · Fintech for cross-border money transfers

- Drove lead generation and conversion against a 50 leads/month target in the Africa–Europe corridor.
- Contributed to product feedback loops with quarterly product supplement cycles.
- Built diaspora-focused content and community outreach to support remittance acquisition.

### Community Builder | [Founders Running Club](#)

Jul 2025 – Apr 2026 · Remote · International Corporate and Administration Volunteer

- Spearheaded the establishment of new chapters, including a successful launch in Nairobi.
- Supported a global community of 50,000+ members across 45+ cities, bringing together founders, investors and operators through running and networking.

### Founder | [Formalitee.ai](#)

Jan 2023 – Mar 2025 · France · Relocation & admin platform for internationals in France

- Built SEO and content strategy from zero, reaching a 4,180-member community and 4.2% daily CTR.

- Pivoted the product from a paid SaaS tool to a Discord-led community for peer-to-peer immigration support.
- Owned end-to-end ops, branding, partnerships and community moderation; project evolved into Africa Global Forum.

### Business Analyst | [UrbanHub](#)

Apr 2022 – Nov 2022 · France · Fulfillment company for online and offline businesses

- Optimised warehouse operations to focus resource on high-profit customer segments.
- Improved packing productivity by 10–14% per hour through process and KPI redesign.
- Set productivity, 5S and order turnaround KPIs across operators and team leads.

### Operations Manager | [Sendy](#)

Jan 2020 – Dec 2021 · Nairobi, Kenya · B2B fulfillment and delivery for FMCGs between sellers and buyers

- Coordinated end-to-end fulfillment for Sendy Supply, growing GMV from \$20K to \$2M month-on-month.
- Launched an order consolidation initiative that reduced operational costs by 20%.
- Owned planning and execution across warehouse, last-mile and supplier coordination.

### Head of Order Processing | [Jumia Group](#)

Jan 2016 – Dec 2020 · Nairobi, Kenya · Pan-African e-commerce marketplace

- Led 30+ operators and team leads (scaling to 100+ during peak seasons like Black Friday).
- Drove end-to-end delivery to 98% packaging compliance, reducing return costs by 10%.
- Set and tracked operational KPIs across order processing, picking and packing.

## SIDE PROJECTS & DEFI

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- **Waveunit** (waveunits.co.ke) — Side project tokenising egg-laying hens to give African investors access to yield-bearing real-world assets. Designed a low-barrier model (KSh 700/\$5.40 per hen, daily egg yield), running an active pilot. Collaborating with Web3Clubs and the broader Kenyan Web3 community (ETHSafari).
- **DeFi & Morpho** — Active Morpho user; I save in their vaults rather than a bank. Comfortable explaining vaults, curators, LLTV and liquidation to non-technical audiences, and connected to the Morpho ecosystem.

## EDUCATION

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**MSc, Digital Business & Analytics** · École de Management Léonard de Vinci (EMLV), France

Jan 2021 – Jan 2022 · Ranked #3 best post-bac business school in France by Le Figaro

**Bachelor, Business Information Technology** · Mount Kenya University, Kenya

Jan 2012 – Dec 2016 · Ranked #2 best private university in Kenya

## SKILLS

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**Growth & BD:** Lead generation · Community building · SEO · Content marketing · Partnerships

**Operations:** Cross-functional ops · Cost reduction · KPI design · Process optimisation · Project management

**Web3 / DeFi:** Morpho · USDC/USDT rails · Wallets (MetaMask, Rabby) · Tokenisation · Stablecoin remittance

**Tools:** Notion · Figma · Odoo · Google Analytics · WordPress · Wix · Whop · Discord

## LANGUAGES & INTERESTS

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**Languages:** English (native) · Swahili (native) · French (advanced)

**Interests:** Running (2 marathons in 2025: Paris 3:29, Quebec 3:05) · Skiing · Tennis · Reading