



**Stephen Asiimwe** is the outgoing Chief Executive Officer (CEO) of the Uganda Tourism Board (UTB). He took over the helm of Uganda's chief tourism marketing and promotional office in February 2014 - February 2019. As CEO of UTB he led the tourism sector to become the top forex earner and the fastest growing investment and growth portfolio way ahead of agriculture, mining, trade, ICT and energy. The UTB is now considered one of the most influential agencies in the region, thanks to Stephen's dynamism, effervescence, lobbying, advocacy, aggressive and passionate marketing and promotional skills. During his tenure at the helm of UTB, Uganda's tourism earnings rose from \$1 billion to \$1.7 billion in five years, thanks to his aggressive marketing and impeccable leadership skills. His passion to promote and showcase Uganda are enshrined in his training, exposure and background.

Stephen's career spans a cross section of disciplines and responsibilities. He is the past CEO and Editor in Chief of the East African Business Week, a regional media powerhouse with operations in Uganda, Tanzania, Kenya, Ethiopia, Rwanda and Burundi from May 2005 to January 2014. One of Uganda's pioneer business media practitioners, he built two media concerns in six Eastern African countries in the last 10 years.

Stephen began his career with Uganda's leading new outlet The New Vision as a journalist and was instrumental in pioneering business reporting and publishing with a passion in development, investment, trade, tourism, energy, agriculture, stock markets and finance, amount other portfolios.

He is an experienced manager, marketer, editor and international faculty with the US-based Haggai Institute of Advanced Leadership, speaker, lobbyist and strategist. He has traversed the globe and engaged both government and private sector leaders in the last 30 years. A good lobbyist and with great abilities in advocacy, he has capacity to engage both private and public leaders to push for bolstering Africa's untapped development agenda.

Stephen is a graduate the of Development Associates International (DIA) Post Graduate programme at Uganda Christian University (UCU) and was awarded a Masters degree in Organizational Leadership and Management (MAOL). He is also a graduate of Makerere University with a BA in Social Sciences (Political Science and Sociology). Stephen also holds a number of pre and post graduate diplomas and certificates in Education, Management, Marketing, Media and Communication. For his role and experience in media and development promotion, he was awarded an Honorary Doctorate of Letters of the United Graduate College and Seminary (Tennessee, USA), in December 2008. He will soon be pursuing doctoral studies in tourism and anthropology with the view to develop and preserve the country's rich history, heritage, antiquities and museums.

Uganda and East Africa have enjoyed the fruits of his reputation as a self-starter with the proven ability to prioritize and manage business projects in a competitive, busy, fast, multi-tasking environment, along with establishing relationships with private, multi-lateral and government institutions.

Stephen brings on board a number of other chore competences. As Board member and Secretary of the UTB, Stephen is well-versed with corporate governance issues, a role he has handled since February 2014 to February 2019. Stephen is also well-versed with Uganda's and East Africa's business, trade and investment landscape having pioneered The New Vision's business news section and the first and second regional business media houses. Stephen also trained with influential financial news group, the Reuters Foundation on business reporting in London at Fleet Street, the world's largest financial capital.

He also engaged with The Federal Reserve Bank, Wall Street, UN, World Bank, WTO, UNWTO, Trade Mark East Africa, East African Community, African Union, WWF, African World-life Fund, COMESA, among other multi-lateral organizations.

He is community developer, a church leader and is married to Molly and together have two children Shaba and Shiloh.