



BRENDA NYABOKE

Business Developer | Sustainability & Circularity | Stakeholder Engagement

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KEY ACHIEVEMENTS

Business Built to Outlast Me

Founded and grew a fashion boutique, then successfully transitioned ownership to a successor who has since expanded the business further.

Partnership Platform, Live

Built NYVÉ Travel, connecting European travellers with verified East African operators through an escrow-based payment protection model.

Applied Sustainability Research

Thesis research identified a measurable gap between students' sustainability attitudes (4.21/5) and perceived peer norms (3.46/5) — direct insight into designing effective student engagement.

Team Leadership

Hired, trained, and led staff across two ventures, and coordinated cross-functional student teams in real client consultancy projects.

EDUCATION

Master in Management

Maastricht School of Management
09/2025 – 09/2026, Maastricht, NL. Thesis: Sustainable Waste Management Practices Among University Students in Kenya.

BSc Finance

Co-operative University of Kenya
08/2021 – 07/2023, Nairobi, Kenya.

SKILLS

Business Development · Stakeholder & Partnership Management · Project Coordination · Team Leadership · Market Research · Sustainability & Circularity · Digital Marketing · Microsoft Office, Canva, Wix, WordPress

TRAINING / COURSES

MSM SDG Challenge

Multidisciplinary team project designing solutions for sustainability challenges, presented to stakeholders.

Digital Transformation & Innovation Diffusion

Coursework applying Rogers' Diffusion of Innovation framework to sustainability adoption (GreenStride case).

SUMMARY

Business developer with hands-on experience across product strategy, partnership development and service operations — built through leading NYVÉ Travel's partner sourcing and marketplace design, and Bomba Safi's end-to-end service operations. My thesis research on student sustainability behaviour adds a research-backed lens to engagement work, having identified a measurable gap between stated attitudes (4.21/5) and perceived peer norms (3.46/5). I connect easily across students, companies, and institutions, and want to bring that combination of operational execution and research grounding to CHILL's mission.

EXPERIENCE

NYVÉ Travel

2026 – Present
Maastricht, NL

Product Strategy · Business Development · Partnerships · Marketplace Design
nyvetravel.com

- Defined the two-sided marketplace model connecting travellers with vetted East African operators.
- Identified and approached tour operators and guides directly, communicating the NYVÉ value proposition and onboarding partners onto the platform.
- Designed the traveller request, proposal comparison, and operator onboarding flows.
- Developed the value proposition, trust model, and initial market-entry approach.
- Built and iterated the digital product and marketplace experience.

Bomba Safi Cleaners

2024 – Present
Nairobi, Kenya

Marketplace Operations & Product Strategy
bombasaficleaners.com

- Designed the two-sided service marketplace for hosts and independent cleaning providers.
- Structured provider onboarding, verification, booking, checklist, and job-status workflows.
- Developed the commission model and supply-side launch approach.
- Built and refined the digital marketplace ahead of broader launch.

Independent Fashion Business

2021 – 2025
Nairobi, Kenya

Retail Operations Manager
Independent retail business

- Managed sourcing, supplier relationships, pricing, merchandising, inventory, and customer relationships.
- Grew the business from initial demand into a physical retail operation.
- Made commercial decisions across product selection, pricing, stock, and customer retention.
- Handed over ongoing operations when relocating abroad.

Finance Internship

08/2023 – 02/2024
Nakuru, Kenya

National Cereals and Produce Board

- Prepared and analysed financial reports to support business decision-making
- Identified opportunities for cost reduction and operational efficiency

INTERESTS

Entrepreneurship & Innovation: Building business ideas, digital platforms, and practical solutions to real-world problems.

Sustainability & Circular Economy: Motivated to deepen practical knowledge, including Life Cycle Assessment, alongside my applied research background.

LANGUAGES

Swahili — Native English — Fluent Dutch — Beginner