



Ashirafu Walumu

City Manager, Bolt Uganda · Operations, Strategy, Growth & AI

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PROFILE

Operations, strategy and growth leader who helps companies **launch and scale across Africa**, with **10+ years** in mobility, logistics and fintech across Uganda, Kenya and Nigeria. Currently **relaunching Bolt in Uganda** as City Manager. Former **World Bank (CGAP) consultant** on financial inclusion for gig workers and **co-founder of Creador (ShowKase)**. Builds teams, processes and launch plans that deliver measurable results — and champions **AI adoption** to make operations faster and smarter.

KEY IMPACT

10+

Years in operations & growth

3

Countries: Uganda, Kenya, Nigeria

50+

Team members led

50,000

Monthly users at SafeCar launch, in 3 months

EXPERIENCE

City Manager 01/2026 — Present
Bolt · Kampala, Uganda

- Leading the **relaunch of Bolt's operations in Uganda after four years in hibernation** — a major market re-entry.
- Own the city end to end: driver supply and onboarding, rider demand, partnerships and the operating team.
- EDIT: add a launch result with a number (e.g. drivers activated, trips or market share).

Tech Consultant & Co-founder EDIT: Start year — Present
Creador · Kampala, Uganda

- Co-founded **Creador**, the team behind **ShowKase** — software that gives businesses **virtual stores and digital catalogues** for online sales.
- Lead technology and product direction to help **local traders sell online**.
- EDIT: add a result (e.g. number of stores, traders or sales).

Senior Operations Manager 05/2023 — 12/2025
SafeBoda · Kampala & Nairobi

- Lead all operations for the **SafeBoda and SafeCar driver community** in Kampala, and a team of **50+ people**.
- Own driver KPIs — recruitment strategy, incentive programmes and process optimisation across the operation.
- Use performance analytics to lift driver efficiency and team productivity; design engagement and retention strategies.
- Lead operations across fraud analysis and marketing, and spearhead high-impact special projects for the driver team.

EXPERTISE

Market Entry & Expansion

Operations & Process Optimisation

Growth & Revenue Performance

AI & Digital Transformation

SKILLS & TOOLS

- Market entry & expansion
- Operations strategy
- Process optimisation
- Revenue growth
- Performance management
- AI adoption & automation
- Generative AI tools
- AI-assisted analytics
- Driver supply & recruitment
- Incentive programmes
- Engagement & retention
- Cross-functional leadership
- People management
- Partnerships & business development
- Contract negotiation
- Project lifecycle management
- Data analysis & KPIs
- Incident & conflict resolution
- Microsoft Office

CONTACT

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Operations Manager

04/2021 — 04/2023

SafeBoda · Kampala & Ibadan

- Launched **SafeCar**, reaching **1,000+ drivers and 50,000 monthly users within 3 months**, leading a team of 20+.
- Led engagement, wellbeing and communication for the SafeBoda car and boda community in Kampala.
- Secured and managed a **World Bank grant** to build the Savings Wallet in the SafeBoda app.
- Managed strategic partnerships and product integrations; improved driver performance, retention and process efficiency.

Consultant — Financial Inclusion for Gig Workers

12/2021 — 06/2023

World Bank · CGAP · Kampala, Uganda

- Advised on **financial inclusion for gig workers** and led the build of a **savings wallet** for boda and car drivers.
- Ran user research to understand drivers' saving needs and preferences, shaping the product's design.
- Shaped the wallet's UI/UX and technical integration, then **piloted it with drivers** and refined it through user testing.
- Measured user benefit and business impact through engagement data, feeding insights into ongoing improvements.

Driver Engagement & Wellbeing Supervisor

03/2020 — 01/2021

SafeBoda · Kampala

- Reduced the company's **driver debt margin by around 20%** by running the driver debt process.
- Supported the launch of **SafeBoda Shop and Grocery in under a month** during the Covid-19 lockdown.
- Built revenue and partnership strategies for the driver community and renegotiated partner contracts.
- Ran driver events — service weeks, donation drives and health camps — and led quality and performance initiatives.

Operations Support Specialist

02/2018 — 02/2020

Bolt · Kampala

- Converted **thousands of leads into active drivers**, with ongoing monthly onboarding.
- Ran Bolt projects including **Bolt League, Phone Loans and Boda Loans**.
- Supervised driver quality, compliance and documentation; trained new drivers and ran feedback focus groups.
- Built partnerships with local fleet owners and used performance reports to improve operations.

Field Sales Representative — Shop & Ship

06/2016 — 12/2017

Aramex · Kampala

- Generated **thousands of leads** across the territory and grew business accounts for online shopping.
- Ran branding, experiential and sales set-ups at events, and kept customer records accurate.

PROJECTS

Project Manager — Refugee inclusion, Jobtech Alliance

12/2023 — Present

Testing models to raise driver utilisation and retention in Kampala, and onboarding refugees onto ride-hailing; target of 400+ jobs by end of 2025.

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Kampala, Uganda

EDUCATION

EDIT: Bachelor's degree in ...

Islamic University in Uganda

EDIT: Year — Year

WORKED WITH

Bolt

SafeBoda

World Bank
· CGAP

Creador ·
ShowKase

Jobtech
Alliance

Aramex