



## COMPANY PROFILE

# WHERE INFORMATION MEETS TECHNOLOGY

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# WE BRING IN YOUR HANDS DIGITAL SOLUTIONS THAT BEST FIT YOUR NEEDS



Media Convergency Company (MCC) is an Information Technology Company which is registered with the Certificate of incorporation number 142953315. Our headquarters are located in Tanzania's commercial city of Dar es Salaam.

.The motivation behind Media Convergency Company was identifying the untapped potentials made available within the market because of the drastic and rapid spread of ICT and its pervasive penetration in all sectors of the businesses and the economy in general. Information technology (IT) plays a vital role in organisational effectiveness and efficiency not only does it add value to service delivery, but in the long-run provides a significant impact.

## WHO WE ARE

MCC is a multidisciplinary innovative digital-centred approach company striving to excellent service delivery through the following four (4) business units,.

- **Digital Renovation**
- **Information & Data in New Media**
- **Impact Technology**
- **Project Cycle Management**

Apart from these four business units, MCC has also positioned itself to be a catalyst for innovating and designing tailor made digital solutions for its clients.

# THE TEAM



Media Convergency has adopted a business structure that best identifies with what encompasses it as a business while also in view of applying good governance and accountability systems that would strengthen the team as well as the company.

The team of five is well balanced; while observing gender equity and also possessing the right skills to accomplish the company's goals and desired results. The team comprises of a Communications Manager, Project Support Director, Director of ICT, Head of Finance and the Chief Executive Director with a blend of both male (2) and female(3) in the team.

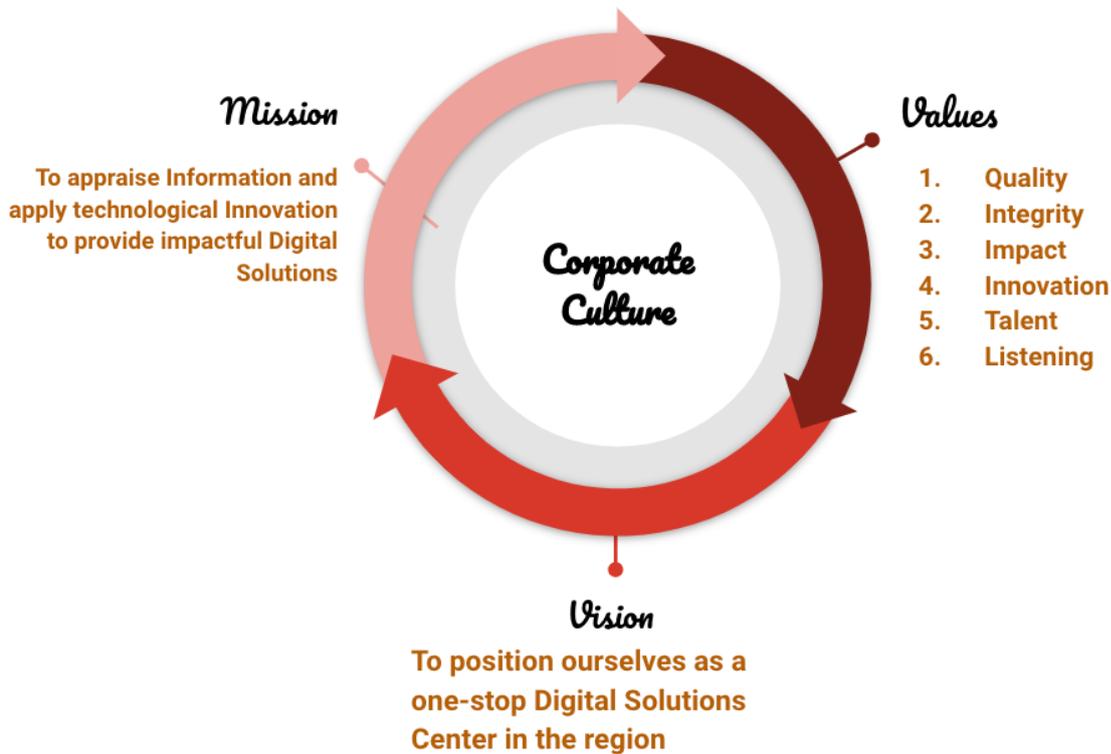
The staff composition is positioned in a way that it ensures that the responsibilities and positions are well defined and fits and compliment the overall Company's vision.

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**TELL US WHAT YOU  
DO, WE WILL TELL  
YOU WHAT YOU  
ARE MISSING**

”

# MEDIA CONVERGENCY PROFILE



## WHAT CAN WE DO FOR YOU? WHAT DO WE OFFER?

Our main product and service is Digital Solutions. Digital solutions is the underlying facet for reconfiguration of organisations systems, businesses, programs, activities, information management, information flow and competencies. As technology progresses, more and more processes are being enhanced or automated thanks to Artificial Intelligence (AI). Entities that can harness the power of Information Technology can give themselves a serious competitive advantage. In the current global world for organisations to be current and upto speed, strategies at a technological stapling of view have to be applied, and that is where we step in as Media Convergency. We aim to empower our clients to be in an elite club of innovative and like-minded organisations breaking barriers such old traditional ways of doing things manually. The integration of so many cross-cutting solutions as a one-stop-shop also adds to our competitive advantage.

**JOHN KAONEKA**  
Director of ICT



Is a multi-skilled IT support analyst with in-depth knowledge of architecting, installing and configuring computing systems. Well versed and experienced in providing client focused IT support solutions & successfully analysing and resolving IT hardware and software problems.



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**RITA MCHAKI**  
Project Support Director



Is a highly skilled thought leader in Resource Mobilization and Partnership Management with more than 15-years experience preparing innovative fundraising solutions and developing and managing strategic partnerships.



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**DERICK KAHWA**  
Finance Manager



Bachelor of Business Financial Management & Compliance holder over ten years experience working with over (15) diverse corporate entities in various industries. He possesses all key attributes to all legal and regulatory compliance and has passion for the Digital Arena with an in Information and Technology level 1 & 2.

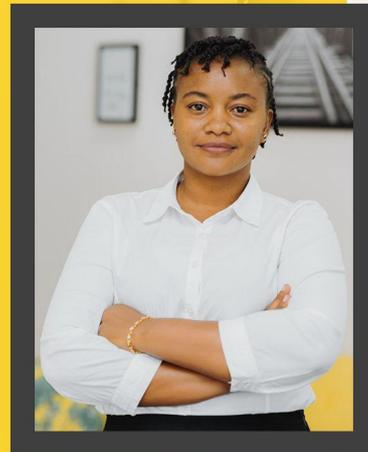


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**YVONNE KIGANO**  
Communications Manager  
& Assistant to the CEO



Has very strong coordinations skills with expertise in Information and Communication flow accredited by the Kampala University in 2015. She also has media experience from Houses such as Jamii Forums, Majira and TBC.



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**WE ARE CHANGING THE  
WORLD WITH TECHNOLOGY**

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# CEO'S NOTE

*“At Media Convergence Company we drink on information and strive on technology. We acknowledge that when information meets technology, remarkable things happen in life. We are available for hire in the mentioned wide range of disciplines for a variety of projects and jobs. Our services are of international standards and best practices; we observe efficiency and effectiveness, delivery is timely with great follow-up sales service delivery and after sales support. We strive to create an impact with everything we do. With this profile we hope that it provides you with valid reason and push to give us a chance for you to get to know us better, earn your trust and require our services.”*

*Asha D. Abinallah*

*Chief Executive Officer,*

**ASHA D. ABINALLAH**  
Founder & CEO



**An expert with more than 10 years of thought leadership and experience in the field of Information, Innovation, Technology and Digital Practices in New Media.**



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