



# GTC AFRICA

YOUR KENYAN PARTNER IN AMERICAN EXCELLENCE

## GTC AFRICA FACT SHEET

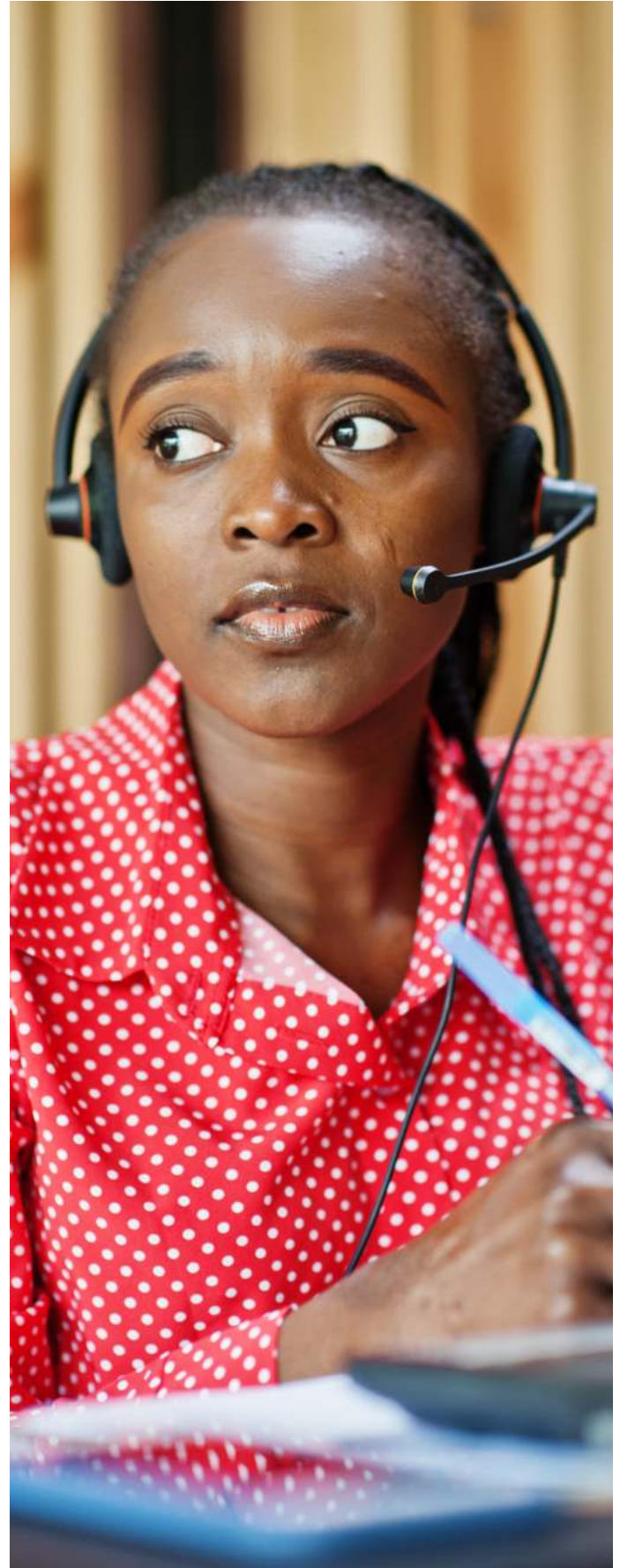
[www.gtc-africa.co.ke](http://www.gtc-africa.co.ke)



# GTC AFRICA FACT SHEET

---

GTC Africa Limited was registered in August 2021 with the aim of creating employment in Kenya using partnerships and linkages with the United States of America. GTC Africa is launching a call center to advance and promote excellence in support services to international and local organizations. GTC Africa expects to create at least 5,000 jobs in Kenya alone within the first five years of operation.



# Why is Kenya a Call Center Destination?

---

**Language Proficiency:** Kenyans exhibit fluency in English, a fundamental requirement for successful call center operations. The country's education system emphasizes English language proficiency, ensuring a skilled workforce for communication-based services. They also do not have a heavy accent which makes understanding what is being said easier.

**Time Zone Advantage:** Kenya's time zone allows call centers to operate during European business hours, providing a convenient overlap for customer support.

**Decent Living Wage:** A labor cost of about USD 200 provides a decent living wage in Kenya, offering an economically viable and sustainable model for both businesses and the local workforce.

**Government Support:** The Kenyan government actively supports the BPO industry through policies, incentives, and infrastructure development, creating a conducive business environment.

**Economic Hub of East Africa:** As the economic hub of East Africa, Kenya serves as a strategic gateway to the region, offering businesses access to a dynamic market and facilitating regional connectivity.





# Customized business solutions offered to our clients

---

Specific solutions may vary depending on the industry, business objectives, and customer demographics covered by the call center

**01**

## CUSTOMER SUPPORT

Includes handling telephone enquiries and resolving issues online

**02**

## TECHNICAL SUPPORT

Troubleshooting technical issues related to products and services

**03**

## SALES SUPPORT

Assisting customers with product information, pricing and completing sales transactions

**04**

## BILLING & ACCOUNT MANAGEMENT

Addressing billing inquiries, processing payments and managing customer accounts

**04**

## PRODUCT INFORMA- TION & EDUCATION

Providing detailed information about products or services, including features, specifications, and usage instructions

**05**

## EMERGENCY RESPONSE & CRISIS MANAGEMENT

Providing support and assistance during emergencies such as natural disasters or service outages



MEET OUR  
**DIRECTORS**



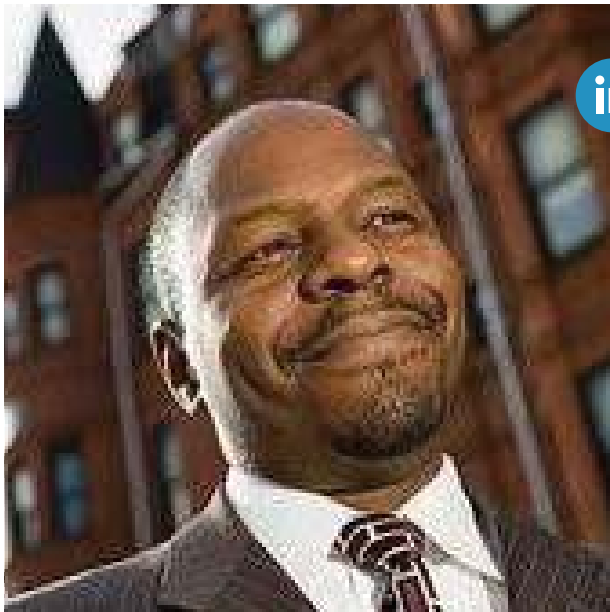
MR.  
**MICHAEL  
HAYNIE**

---

Michael Haynie has devoted his entire professional career to the lodging and hospitality industry. After attending Northeastern University in Boston, Ma., he took various entry level positions before rising through the ranks to the executive level positions he has held for many years. Mr. Haynie has experience in every facet of hotel operation and has served in leadership capacities in hotels ranging from economy to luxury. Mr. Haynie has served as a General Manager with Hilton and Intercontinental Hotels in Baltimore, Boston, and Hartford, as well as a General Manager with various independent and branded hotels in Charlotte, Hartford, Boston and Washington, DC.

Mr. Haynie currently serves as President and CEO of Global Training Centers LLC. a company devoted to working with hospitality and tourism related companies assisting with strategic planning and economic development

and growth. Mr. Haynie was honored by the Maryland Hotel & Lodging Industry in 2007 as the state's "Hotelier of the Year" and in 2009 as the "Office of Tourism Development as the "Mentor of the Year". Mr. Haynie was named the "Tourism Person of the Year" for the State of Maryland by the Maryland Tourism Coalition in 2019. Mr. Haynie in 2020 was awarded "One of The Most Admired CEO's" in the State of Maryland, by The Daily Record news publication for his business acumen as well his community outreach work. Mr. Haynie served on the Governor of Maryland's Reopen Maryland Task Force, and the Restaurant Reopen Task Force for the Mayor of Baltimore, both in 2020-21. Mr. Haynie also served on the Task Force which studied a Post Labor Day School Start as an appointee of the Governor of the State of Maryland. Mr. Haynie is a strong advocate for public school education and highly active in his community.



MR.  
**PAUL**  
**JINGO MASAI**

---

A proven change agent to financial turnarounds, repositioning and stabilizing property performance while growing fair market share and maximizing profitability. He is a trained Hotel General Manager with 16 plus years of international experience in the hospitality industry. He has worked and managed hotels both independent and globally branded hotels within the Baltimore and Washington DC areas in the United States. Paul holds a Bachelor's degree in Hospitality from the University of Delaware and a Masters Certificate in Hospitality from Cornell University. Competences include operations, pre-opening, construction, project management, Operator and investor search. He is a certified general manager of both IHG and Best Western brand of hotels



MS.  
**BETTY**  
**MUTUA**

---

Director and Consultant, Betty Mutua Azure Solutions; training, leadership, strategy, management, operations and administration, business development with rich corporate and business networks. 14 years' experience in micro-finance, business development and management, international donor relations and fundraising, certified trainer (Microsave/CGAP 2005).

**Education:**

BA in Economics and Sociology from University of Nairobi,

Master's degree (MBA) in Strategic Management from United States International University (USIU).

**Board Responsibilities:**

Thika Sports Club; Lady Golf Captain 2011, Honorary Secretary 2014/2015, Vice Chairman 2016, Chairman 2017, Trustee

**2022-2024:** Junior Golf Foundation; Trustee

**2016-2019:** Vice Chairman, Ag. Chairman/Treasurer: Kenya Girl Guides Association; Executive Council, Finance Committee, Membership Committee

**2021/22:** Greenland Fedha Ltd (Subsidiary - KTDA Holdings Plc); Independent Director

**2021:** Kenya Ladies Golf Union; Executive Council, Strategy & Marketing Committee

**2022/2025:** Inuka Africa Microfinance; Board Member

**2024:** Abai Lodges Ltd. Director Board of Directors 2024/2027





MR.

# CHRIS KINUTHIA

---

Chris Kinuthia is a seasoned technology leader with over 18 years of experience in spearheading innovative projects and driving educational initiatives. As the Founder and Team Leader of Globefinity ITS Ltd, Chris has demonstrated exceptional prowess in delivering impactful solutions, including the construction of the ODINAFRICA Portal and NODC portals for numerous African countries, curating Ocean Information and many other ICT projects in the public and private sectors.

Currently serving as the CEO and Founder of the College of Innovation & Technology (CIT), Chris is deeply committed to closing the digital skills gap

and empowering individuals for success in the rapidly evolving technological landscape. Under his guidance, CIT has emerged as a leading Edutech learning accelerator, specializing in Cyber Security, Data Science, and Data Protection. Through innovative learning solutions and a dedication to fostering a community of lifelong learners, Chris is driving positive change and shaping the future of education and technology.

In addition to his professional endeavors, Chris Kinuthia is also an avid golfer, passionate about the sport's challenges and camaraderie. His love for golf extends beyond personal enjoyment, as he actively participates in golf leadership roles within his community

OUR OFFICE.  
TRIO COMPLEX,  
NEXT TO GARDEN CITY,  
THIKA SUPERHIGHWAY

---

+254202500032

info@gtc-africa.co.ke

