

FOREWORD

Invisible Expert

By Paula Musuva, PhD

I have known Martin since the early days of his career. It's been over 12 years now. He started off as a security engineer learning the ropes. He is now the country director for the Botswana office, a position he has held for 3 years. Martin writes this book as an insider who has risen from an entry level techie to now a business leader. He has advanced quite swiftly in his career. It has not been accidental, but deliberate. He has been intentional about his growth. In this book, he shares the nuggets of wisdom he has unearthed along the way.

When I read about James Ochieng I notice the uncanny similarity to Martin's own life. This story is written with honesty and a vulnerability of a mentor willing to open his own life for others to read like a book. He takes you through a well written narrative to see what he saw, learn what he learned, and move further than he did. This is his heart, and it plays out today even as grows leaders through his mentorship work with the Ongoza Cyber Hub.

The book is easy to read. You can finish it in a sitting, if you have a few hours to spare. Don't let that deceive you. It is packed with insights and gems of wisdom. Martin unpacks concepts like the C-Suite code and shows how organizational priorities align with the business spine. If you want to get a seat at the table and rise to the top, you need to be seen as a catalyst and not a cost centre. You need to drive strategic value and to be visible, in a good way. The silent dividend is reaped by those who move from reactive fire-fighting to proactive strategic thinking. Who can articulate their enablement value and calculate their cost efficiency. These terms may seem strange now, but you will soon be in the know as you trace through the story.

This book will get you to ask the questions that have taken many of us over 10 years to articulate. If you engage, there is no telling how much further you will go in your career. You will receive great mentorship from someone you may never meet. You are standing on the shoulders a leader who has walked the path and learnt the lessons. Martin has learned that our careers should make room for life. For quality time with family. I share those values.

I am honoured Martin asked me to write this foreword. I am equally certain you will be honoured to learn from him.

Enjoy the read.