

HAWI (AMRAM) OYUGI

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PROFILE

International Business graduate from EU Business School Barcelona, awarded in partnership with the University of Derby. I grew up in a diplomatic household across Austria, Switzerland, Ethiopia, Spain, and Kenya, which is where I learned to move easily between very different cultures. I am the operations lead on the founding team of Twende, an AI operations company building practical AI systems for established firms, where I own strategy, business development, and delivery, and built the pricing and operating model. I think like a builder, I am comfortable with data and commercial analysis, and I follow how AI is changing both consumer and business technology closely. Based in Barcelona and authorised to work in Spain, I am looking for product or operations roles where I can own a piece of the work from start to finish and learn quickly.

EDUCATION

EU Business School Barcelona & University of Derby

Oct 2023 – Jul 2026

BA (Hons) International Business · CMI accredited · Additional Diploma in Management & Leadership

- Coursework across international trade law, finance, strategic management, and global marketing.
- Wrote my dissertation on workforce wellbeing, attendance, and engagement in multinational hospitality operations.
- Studied entirely in English in a cohort of more than 40 nationalities.

EXPERIENCE

Twende

Feb 2026 – Present

Operations Lead, Founding Team

AI operations company for established firms · Nairobi, Kenya (remote)

- One of the founding team; own strategy, business development, and delivery, and authored the business model and operating plan.
- Built the pricing model and unit economics, and ran the market research that sizes and qualifies target clients.
- Manage commercial outreach and the lead pipeline in a Notion CRM.
- Designed the service model (audit, pilot, build, license) and the delivery process the team runs on.

Globesolute LLC

Oct 2024 – Mar 2025

Communications & Social Media Specialist (Intern)

Digital communications · content operations · performance tracking

- Tracked campaign performance across platforms using Google Analytics and the native social analytics, and fed what I found back into the content plan.
- Pulled reach and engagement numbers from several channels into one clear report each cycle.
- Helped the SEO work by reviewing performance data and shaping content around the keywords that mattered, which supported our organic reach targets.
- Kept a steady posting schedule and a consistent brand voice across platforms using Buffer.

LEADERSHIP & REPRESENTATION

Co-Founder & Vice President, Debate Club

EU Business School Barcelona · Nov 2025 – May 2026

- Set up the programme and developed speakers, and am planning the school's first speech and debate event with other universities.
- Learned to speak clearly under pressure in a multilingual room.

Basketball Team Captain

EU Business School Barcelona · Oct 2024 – Jun 2026

- Captained the team against other universities and organised several tournaments, including the first All Student 1v1 Tourney.
- Handled team cohesion, training schedules, and the calls we made during games alongside the team Manager.

Student Leaders Board

EU Business School Barcelona · Oct 2025 – Jun 2026

- Chosen to represent students in governance discussions about student clubs and activities.
- Worked directly with senior faculty on those decisions.

International Upbringing

Austria · Switzerland · Ethiopia · Spain · Kenya · Lifelong

- Grew up across five countries in a multilingual household.
- Comfortable switching between formal, social, and professional settings.

CORE SKILLS

- Business Development
- Strategic Analysis
- Negotiation
- Team Leadership
- Product Development
- Financial Modeling
- Client Relations
- Public Speaking
- AI / Machine Learning
- Data Analysis
- Marketing Strategy
- Entrepreneurship

LANGUAGES

English	Native	Spanish	A2 → B1 (actively learning)
French	Conversational	Swahili + Luo	Heritage
German	Novice		

References available on request · hawiclaude@gmail.com