

Jocelyn Nyaguse, storytelling and marketing lead at Startupbootcamp AfriTech



By [Evan-Lee Courie](#)

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Startupbootcamp AfriTech recently appointed Jocelyn Nyaguse in the role of storytelling and marketing lead. Nyaguse brings a wealth of experience to the company and its startups, having previously held roles including Africa Communications at Impact Hub and Head of Digital for one of Zimbabwe's leading ad agencies, Columbus DDB.



Jocelyn Nyaguse, marketing lead: Startupbootcamp

Nyaguse originally joined SBC AfriTech as an Entrepreneur in Residence, focused on marketing, and she was responsible for the pitch training as well as hosting weekly podcasts and Clubhouse discussions with founders, investors, luminaries, and influential stakeholders in the African tech ecosystem. She will expand the company's efforts in building platforms, including on Twitter Spaces, to amplify the stories of innovators across the African continent.

We go behind the mask of Jocelyn Nyaguse

■ ***Could you briefly explain what your role entails?***

Being a storytelling and marketing lead means that I help craft and articulate Startupbootcamp AfriTech's narrative to our multiple audiences. My work also involves helping startups craft their stories and get coverage in the mediums that matter most to them. This is all in addition to the traditional marketing duties that I execute on a daily basis.

■ ***What's really behind your mask - literally and figuratively speaking?***

An introvert who loves being around her daughter and loved ones. Super awkward and sometimes shy in large gatherings which is crazy because my job dictates that I be in such spaces most of the time.

■ **Growing up, what did you want to be?**

A writer for *Vogue* or *Glamour* magazine. Working at a fashion magazine was my dream.

■ **How did you end up in the startup landscape?**

I was a lifestyle blogger interested in startups and a series of events led to me getting a life-changing gig with Impact Hub. In my role, I interacted with startups and I realised that storytelling was an important yet lacking piece of the startup success equation. So I started consulting and writing for startups and other ecosystem supporters.

■ **What excites you most about your career?**

Getting to work with startups and watching them go through the accelerator process excites me the most. Our programs help startups through essential stages in their building process and when founders achieve milestones like getting their first major partner or achieving a fundraising goal, it is really exciting.

■ **What has been the highlight of your career?**

My very first physical demo day as part of the team was epic. The programme was virtual because of lockdown restrictions but we had the opportunity to all converge at our new campus in Dakar and it was great!

■ **When you're not busy working, what do you do? How do you socialise these days?**

I'm mostly busy travelling for work when I am not working! But it is also an awesome opportunity to see the magnificence that is awash in Africa. I am an avid reader and Netflix subscriber as well!

■ **What are you watching/reading/listening to at the moment?**

I actually watch too much Netflix. I'm currently reading *Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future* and I have *Dawn FM* by The Weekend on repeat.

■ **What's next for you?**

I am excited to see where this role takes me. Empowering founders of all sizes is my goal and I think I am well-positioned to do that more now with Startupbootcamp Afritech.

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