



OLIVE GACHARA
EXECUTIVE BIOGRAPHY 2024

Olive Gachara is a self-made businessperson who is indeed making a difference on the African business landscape as an entrepreneur, media owner, speaker, trainer, consultant and podcaster.

Olive started her first business, a modelling agency, at the age 19, and got bit by the entrepreneurship bug. The agency provided high fashion models for runway shows, corporate events, advertising, and editorials. Her work through the agency saw her get engrained into the fashion and media industry by way of producing fashion shows for various companies and styling editorials for magazines and international fashion designers coming to Africa.

A strong believer in career growth and development, Olive Gachara further expanded into image consulting started [IWO Consultancy](#), a full-service boutique brand development agency. The agency offers Individual Consultations and Corporate Workshops on professional image, communication skills, business protocol and etiquette, government protocol and cultural intelligence, customer communication, personal and corporate branding as well as entrepreneurship training. It also focuses on brand positioning and visibility, reputation management, and stakeholder mapping and engagement for individuals across Sub Saharan Africa. To share her knowledge on a more public platform, Olive Gachara also rolled out [The Personal Branding Podcast](#) available on YouTube and all major podcasting platforms.

Olive Gachara is also the Founder and CEO of Couture Africa Limited, a Luxury African Media and Events House that publishes [Couture Africa Magazine](#), East Africa's first and only fashion magazine as well as publications for various partners and clients. Couture Africa also runs a dynamic [online content platform](#) and [YouTube channel](#), and develops and produces exclusive fashion and lifestyle events in partnership with Ajuma Limited across Eastern Africa.

Over the past 17 years in business, [Olive Gachara](#) has become a notable and inspiring young businesswoman in Africa, sought after by print, TV and radio. She has written in-depth features in Msafiri magazine, the on-board magazine for Kenya Airways and Marketing Africa magazine. Olive Gachara has also been featured in various local and international publications including, The [Sydney Morning Herald](#), True Love magazine, The Leader newspaper, Eve Girl and [Eve Woman magazine](#) both in The Standard newspaper and The Financial Post, [The Business Daily newspaper](#), Business Mind magazine and Msafiri. TV Shows such as [CNN African Voices](#), The East African Business Report on CNBC Africa, AmLive, Africa Report and Prime Time News all on NTV, Business Central, [K24 Alfajiri](#), [Young Rich](#) and [Talk Central](#) all on K24, The Entrepreneur on KTN, She on Family TV, Sugar & Spice on Ebru TV and Slimpossible on Citizen TV, as well as various radio shows and an array of websites and blogs such as [Capital Fm](#), [Kiss100](#), [Minsky](#), [StartUp Africa](#), [How We Made It In Africa](#), [My African Start-up](#) and [Rapid Learning Africa](#). She also hosted her own radio show titled *Image with Olive; Your Guide to Fashion and Style* that aired every Saturday Mid-Morning on Nation Fm through 2015.

Combining her in-depth knowledge of entrepreneurship in Africa, Olive Gachara is the co-founder and patron of the Glow Entrepreneurs Mentorship Program that seeks to match budding entrepreneurs with seasoned professionals and mentors. She also supported other small business start-ups and was a Lioness – entrepreneur investor - on Sony's celebrated business TV Show [KCB Lions Den](#) [Kenya's rendition of Dragons Den and Shark Tank] where she furthered this cause on a more public platform.

Olive's passion for Africa and more specifically the rise of the African woman has seen her create MePAW; Mechanisms to Promote the Advancement for Women that runs various philanthropic and capacity building activities across the continent. She is a Life Member of the Kenya Red Cross and has served as the Chairperson of the Kenya Red Cross Humanitarian Awards since 2017. She is a member of the Organisation of Women in international Trade, OWIT, Nairobi Chapter and

served as the Service Sector Champion through 2019. Olive is also a member of the Association of Media Women in Kenya, AMWIK and the Commonwealth Businesswomen's Network Kenya, CBWN-K.

Keeping in mind that education creates a strong foundation for success, Olive Gachara holds an Executive Bachelor's Degree in Business Administration with a major in Entrepreneurship from the Swiss Management Academy, Sales and Marketing Certifications from Graffins College and Professional Certifications as an Image Consultant from Image Asia which combines the best of the Academy of Image Mastery, Singapore and London Image Institute, Atlanta. Olive continues to take on professional development courses such as the Women in Executive Leadership League by Strathmore Business School and the Owner Manager Program by the Strathmore Business School in partnership with the Lagos Business School.

Olive has been recognised for the great fetes she has achieved in business so far on various platforms, the most notable being the Lifetime Achievement Award 2020 received at the Top 35 Under 35 Awards held in Nairobi, Kenya by Youth Agenda Africa in Partnership with UNFPA and Kenya's Ministry of ICT, Innovation and Youth Affairs.

You can connect with Olive Gachara on [LinkedIn](#), [Instagram](#), [Facebook](#) and [Twitter](#), and reach out to her on email at olive@iwo.co.ke.