



# MAASAI MARA UNIVERSITY

## OFFICE OF THE VICE-CHANCELLOR

### MEMO

**From:** The Vice-chancellor  
**To:** All Staff

**Date:** 3<sup>rd</sup> March, 2025  
**Ref:** MMU/VC01/062/2022/VOL.6/(176)

**RE: INVITATION TO A VIRTUAL SEMINAR: UNLOCKING THE POWER OF AI FOR ENHANCED PRODUCTIVITY AT MAASAI MARA UNIVERSITY**

In these transformative times, integrating Artificial Intelligence (AI) into our daily workflows presents a remarkable opportunity to boost productivity by as much as 40%. Imagine completing a task that typically takes five days in just three days! We must embrace this technology to ensure we remain at the forefront of innovation and efficiency in our work.

With this in mind, I wish to invite you to participate in a virtual seminar, "*Leveraging AI for Enhanced Productivity in Universities: A Focus on Maasai Mara University.*" The esteemed Prof. Chris Odindo will conduct this insightful session, which is scheduled for Tuesday, March 4, 2025, starting at 2 PM. A link to join the seminar will be shared via email before the event. This is implementing one of the resolutions of the just concluded University Funding Conference in Naivasha. It has become clear that AI will not replace humans but those who are AI compliant will replace those who are not.

This is a valuable opportunity to deepen our understanding of AI and its practical applications within our university. Let's explore how we can enhance productivity and stay competitive in this rapidly evolving landscape.

Please find the attached biography of Prof. Chris Odindo. His credentials and remarkable journey will inspire you.

A handwritten signature in black ink, appearing to be 'P. Aloo-Obudho'.

Prof. P. Aloo-Obudho, PhD., EBS  
**VICE-CHANCELLOR**

Cc: Deputy Vice-Chancellor (Administration, Finance & Strategy)  
Deputy Vice-Chancellor (Academic & Student Affairs)  
Ag. Deputy Vice-Chancellor (Research, Innovation & Outreach)  
Registrar Academic Affairs  
Registrar, Administration & Strategy  
Dean of students  
Deans of Schools  
University Librarian  
Directors

## **Biography of Prof. Chris Odindo**

Chris is a seasoned academic with extensive experience in business, writing, and consultancy. His career began in the financial services industry in Kenya before being transferred to New York and Fenchurch Street in London. Chris was awarded a scholarship to pursue an MBA and later collaborated on a joint Harvard-MIT project in Boston, focusing on technology commercialisation strategies. After that, he returned to England to undertake a fully funded PhD, where his thesis explored the competitive and innovative implications of social and technological spaces.

Throughout his career, Chris has worked on various consulting projects and reports that have influenced decision-making within leading blue-chip organizations in the City of London, including HSBC, AVIVA, Scottish Widows, the Royal Bank of Scotland, and Barclays. His work has also informed consumer and campaign groups such as the Citizens' Advice Bureau, the Personal Finance Education Group, the Campaign for Community Banking Services, the Consumer Credit Counselling Service, and the Joseph Rowntree Foundation. Additionally, Chris has engaged with policymakers to help inform policy, including at the HM Treasury, the Department of Work and Pensions, the UK's financial regulator, and the Financial Ombudsman Service, as well as lawmakers in the UK House of Commons and the House of Lords.

In recent years, Chris has shifted his focus toward higher education policy, strategy, and practice, concentrating on quality assurance, curriculum development, student engagement, and innovative pedagogical approaches. This shift has led to his regular involvement in contributing to the UK's national policies and reports by several bodies, including the Quality Assurance Agency, Advance HE, and the UK government's AI task force.

Chris's pedagogical focus and passion lie in authentic assessments, innovative entrepreneurial mindsets, and emergent technologies like generative AI. He has recently secured funding to develop the "AI Enhanced Adaptive Pedagogical Model and Tool," which is currently being considered for commercialization as a university spin-out. Chris is also working on another pedagogical model: The Generative Knowledge Advancement Model.

As an entrepreneur, Chris has founded and successfully exited multiple companies, including the first SAAS white label online insurance and rating software in the East African region. He is also a public speaker, currently conducting a lecture series on technology and innovation and how universities need to rethink their value proposition, including by 'thinking AI'. Generative AI is particularly interesting to him, given its implications for innovation and transformation.