

The voice behind Kiira Motors' electric revolution

At Kiira Motors, Ruth Nasejje bridges engineers, policymakers, and the public, translating complex electric vehicle technology into stories Ugandans can easily understand and connect with.

BY GEOFFREY OYET OKWERA

The foundation of Ruth Nasejje's life journey through education was laid at Nalinya Lwantale Girls' School in Lunweero District, where her early dreams began taking shape. Like many ambitious girls, she dreamt big, although at the time, the dreams did not yet have a clear direction. Her academic journey lat-

er continued at Ntinda View College and Kisubi High School for A-Level and O-Level, respectively. Each stage of her education gradually nurtured her ambitions and helped shape the path towards the person she would eventually become.

Professional development

Nasejje's educational journey reflects a story of endurance, discipline, and an unwavering com-

mitment to continuous learning. From early on, she understood that aspirations for leadership in communication require not only passion but also strong academic grounding and globally recognised professional credentials.

After obtaining her A-Level certificate, Nasejje enrolled at Uganda Christian University where she pursued a Bachelor's degree in Mass Communication, laying the foundation for her career in strategic communication. Her pursuit of advanced knowledge later took her to the University of Illinois Urbana Champaign in the United States, where she earned a Master's degree in Management.

"At Illinois, I deepened my understanding of global and organisational strategy, global marketing, leadership, and decision-making in complex environments,"

LIFE'S CHALLENGES

Six years ago, Nasejje lost her mother, Nnalongo Grace Nabatte Nkalubo. The loss came just as she had begun her professional journey. Struggling to come to terms with the grief, she faced a void that could never truly be filled. In that moment of deep sorrow, she made a personal promise to draw strength from within and remain committed to pursuing her purpose with resilience.

Yet through that difficult season, the steady support and reassurance of her father, Ssalongo Jimmy Nkalubo, became her anchor. His constant reminder that he would always stand by her gave her the courage to keep moving forward, to hold her head high, and to embrace life with determination.

says Nasejje. The programme strengthened her ability to link communication strategy with broader business objectives, skills that have since become central to her work in Uganda's emerging automotive sector, where strategic communication shapes innovation, partnerships, and public engagement.

Growing through the ranks
Currently, Nasejje works at the

Jinja plant of Kiira Motors Corporation as the senior product and process information officer. In this role, she has become one of the most recognisable faces, often guiding visitors through the different vehicle manufacturing processes. Her progression from media strategist to senior media strategist, and now to her current position, was largely driven by deliberate self-investment in education and professional development.

Her commitment earned her Membership in the Chartered Institute of Public Relations (MCIPR) in the United Kingdom, a recognition that reflects adherence to global standards in ethical communication, reputation management, and stakeholder engagement.

Determined to further strengthen her capacity to manage complex initiatives, Nasejje also obtained the Project Management Professional (PMP) certification from the Project Management Institute. The qualification equipped her with advanced skills in planning, execution, and coordination of large-scale projects, capabilities that complement her communication expertise.

Becoming prominent

Her work gained prominence through her role at Kiira Motors Corporation, Uganda's pioneering vehicle manufacturer. Nasejje played a central role in translating complex engineering milestones into compelling narratives that resonated with the public, policymakers, and industry stakeholders.

Through strategic communication, she helped bring visibility to Uganda's ambition of building a domestic automotive industry, a

vision anchored in innovation, sustainability and national pride.

Beyond traditional public relations, her approach blends brand strategy, storytelling, and stakeholder engagement. She has been instrumental in shaping conversations around locally manufactured electric buses, highlighting how clean mobility can transform public transport while supporting economic development.

At a time when Africa is redefining its place in global manufacturing and green mobility, Nasejje's work has helped bridge the gap between technology and society, making electric mobility not just an engineering achievement but a story of opportunity, progress, and a future built in Uganda.

Adjusting to mobility business

Upon becoming senior product and process information officer, Nasejje recognised that the success of Uganda's electric mobility revolution would depend not only on engineering excellence, but also on how clearly that innovation could be understood by the people it was meant to serve. Her role quickly became the bridge between complex engineering systems and real-world understanding.

She began developing and managing both technical and consumer-facing content for electric vehicles, energy storage systems, and broader e-mobility solutions. Through this work, she translated intricate engineering data into clear, accessible messaging, ensuring that customers, policymakers, and industry partners could easily grasp the value of the technology.

Nasejje's influence also extends deep into the manufacturing environment. She spearheaded the management of the Kiira Motors Production Process Portal, a digital knowledge system documenting 128 workstations involved in building Uganda's electric buses at the Kiira Vehicle Plant.

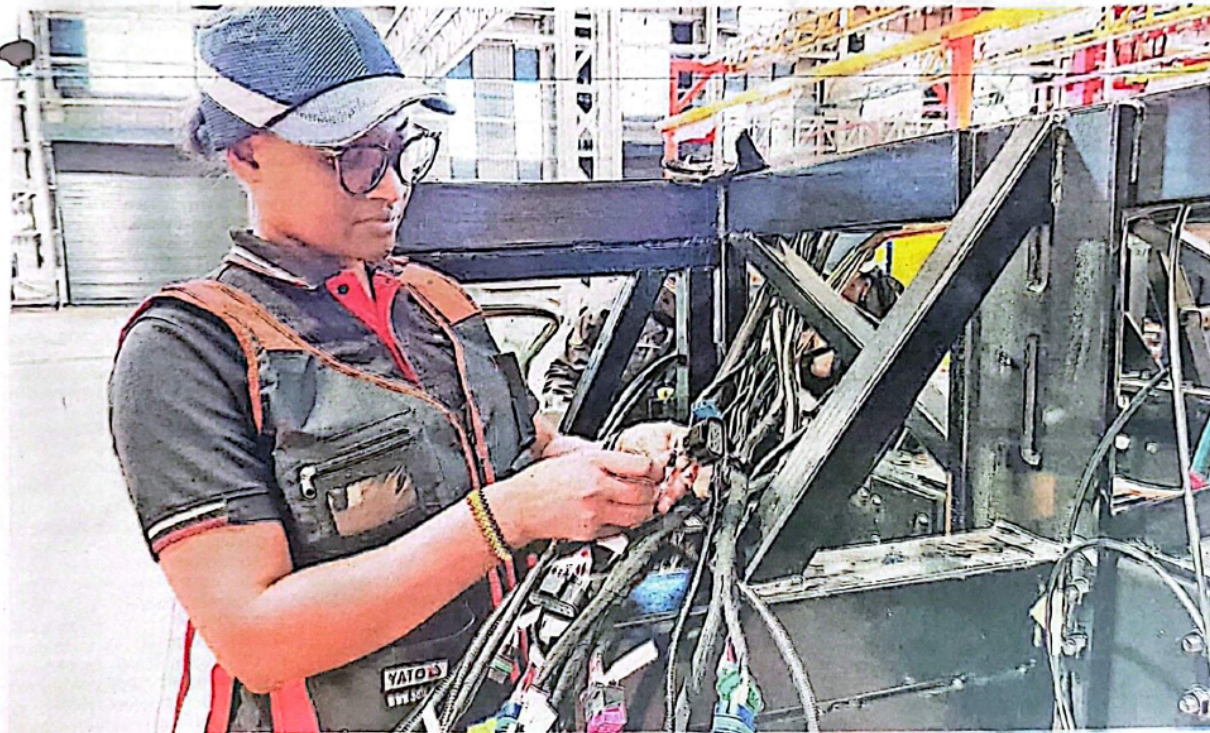
By aligning product documentation with quality, efficiency, and compliance goals, she helped strengthen operational clarity and institutional knowledge at Africa's largest electric bus manufacturing facility, reinforcing the role of information management in driving the continent's transition towards sustainable mobility.

Behind the expos

Beyond the plant floor, Nasejje also helped shape how the public encounters Uganda's e-mobility story. She led the content strategy for the first and second Uganda E-Mobility Expos, helping showcase locally developed technologies to more than 5,000 attendees while generating significant media visibility for the country's emerging electric mobility sector.

Nasejje is also shaping the brand and leading communications for Uganda's first electric mass mobility service, E-Bus Xpress Kiira Ltd, which is gradually expanding operations across several routes in Eastern Uganda.

Through her work at Kiira Motors Corporation, Nasejje has helped ensure that Uganda's electric mobility journey is not only engineered with precision but also documented, communicated, and understood by the wider public and global stakeholders.



Ruth Nasejje led the development of Kiira Motors Corporation's Production Process Portal, a digital system mapping all 128 workstations involved in assembling Uganda's electric buses. PHOTO/GEOFFREY OYET OKWERA