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10 Ethiopian Executives Crushing It on LinkedIn in 2026

CXOs to follow — June 15, 2026

Written by

Noël
Bouwmeester



Noël is Will's CEO Scout. As an established content marketer and expert in B2B social media for CEOs, he perfectly knows what it takes to stand out in the crowd and attract the right people with clever content.

Chat with
Will in
WhatsApp.

Most LinkedIn advice tells you to post consistently, add value, and engage with your network. Useful tips. But nothing beats watching someone actually do it well.

We used Claude to evaluate Ethiopian C-level executives on the strength of their LinkedIn presence and handpicked 10 who are genuinely worth following. Not because of their titles, but because of what they put out.

Follow them to study their content formats, posting cadence, and the way they frame their expertise, then apply what works to your own LinkedIn strategy.

If you're serious about leveling up on LinkedIn, this list is a great place to start.

And if you want to put what you learn into practice right



14-day free trial.
No sign-up.

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away, Will gives you a 14-day free trial to start creating LinkedIn content that actually sounds like you.

Samrawit Fikru – CEO, Hybrid Designs PLC



Samrawit Fikru · 3rd
CEO of RIDE
Addis Ababa, Ethiopia · [Contact info](#)
85,956 followers

Hybrid Designs (RIDE)
 HILCoE School of Computer Science and Technology college

Follow on LinkedIn

Samrawit Fikru noticed how difficult it was to catch a safe cab in Addis Ababa late at night.

Instead of waiting for someone else to fix the problem, she used her background in software engineering to build a homegrown solution.

She faced immense skepticism in the early days, but her persistence turned a small tech startup into a household name across Ethiopia.

About Hybrid Designs PLC

Hybrid Designs PLC is the tech company behind RIDE, which has become the leading ride-hailing service in Ethiopia. The platform grew significantly to support tens of thousands of drivers and millions of passenger trips. It functions as a critical pillar of urban transport in the capital city.

 Visit Hybrid Designs PLC

LinkedIn Content Strategy Analysis

Who should follow Samrawit:

Ethiopian entrepreneurs, mobility and tech investors, digital economy advocates, and professionals following the growth of Ethiopia's private sector

Core Value Proposition: Samrawit is building RIDE into Ethiopia's leading mobility and digital services platform, and her LinkedIn reflects each step of that journey. The feed reads as a company story told in the first person, with Samrawit as the face of everything RIDE achieves.



Samrawit Fikru  • 3rd+
CEO of RIDE
2mo • 

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Today marks an important milestone for RIDE.

We are proud to officially sign a Memorandum of Understanding with Kuriftu Resorts, under Boston Partners PLC.

This partnership reflects a shared vision to redefine mobility and elevate customer experience through reliable, technology-driven transport solutions.

At RIDE, we believe mobility is more than just movement. It is about connecting people to opportunities, experiences, and destinations seamlessly and efficiently.

Through this collaboration, we aim to enable smarter, more accessible travel for guests, while contributing to the growth of Ethiopia's tourism sector and digital economy.

Together with Kuriftu Resorts, we are excited to build more connected, efficient, and forward-looking mobility experiences across cities in Ethiopia.

Two Ethiopian companies. One shared vision. Real impact. 🇪🇹

[RIDE Ethiopia Kuriftu Resorts](#)

[#RIDE](#) [#Mobility](#) [#Ethiopia](#) [#Tourism](#) [#DigitalTransformation](#) [#Partnership](#) [#Innovation](#)



Key Themes & Topics

1. RIDE Milestones and Partnerships

- The core of her posting activity.

Each major company development gets a direct, first-person post:

- One of her best recent performing posts announced the signing of an MOU with Kuriftu Resorts under Boston Partners PLC, framing the partnership as a shared vision to redefine mobility and customer experience. It drew 726 reactions.
- An award from Ethiopia's Ministry of Trade and Regional Integration recognizing RIDE's parent company, Hybrid Designs PLC, for contributions to the country's e-commerce sector
- Hosting the US Ambassador Ervin Massinga at RIDE headquarters, which generated 332 reactions and positioned RIDE as a company operating at a diplomatic level

2. Women Entrepreneurship - A

consistent and personal strand of her content, activated particularly around International Women's Day:

- Reflections on what she has witnessed as a woman entrepreneur in Ethiopia
- The argument that empowering women is not just a value but a strategy
- Participation in GirlsTakeover and EmpowerAddis initiatives

3. Brand Defense and Accessibility -

A willingness to address criticism or misperceptions directly:

- A post pushing back on the idea that RIDE is only for the wealthy, making the case that the platform is built for anyone ambitious enough to use it
- A scam alert warning followers about fake messages using her name to promise 1,000,000 birr per month earnings, which drew 249 reactions and underlines how visible her personal brand has become

4. Tributes and Community Moments

- Occasional posts honoring figures in Ethiopia's business and media landscape:

- A tribute to Aman Fisehatsion, founder of EBS Television, on the day of his passing, describing his role in advancing private media in Ethiopia

5. Youth Employment and Digital

Economy - Broader thematic content connecting RIDE to Ethiopia's economic development story:

- Posts tagged #YouthEmployment and #EDGEProgram situating RIDE within the national youth employment agenda
- Digital economy framing that positions RIDE as infrastructure, not just a product

Format & Presentation Style

- **Announcement-driven** with a first-person voice that keeps company news feeling personal rather than corporate

- **Short and direct** - posts tend to state the milestone, explain its significance, and close with a values statement
- **Photo documentation** of major moments like the ambassador visit and award ceremony
- **Accessible language** that speaks to a broad Ethiopian audience, not just a professional niche
- Hashtags are brand-specific and thematic: #RIDE, #Ethiopia, #DigitalEconomy, #YouthEmployment, #SmartMobility

Engagement Strategy

- **High-visibility partnerships** with established names like Kuriftu Resorts bring in engagement from both audiences
- **Official validation posts** (government awards, diplomatic visits) build institutional credibility and generate significant reach
- **Values-based content** on women and youth taps into communities that are well-organized and active on LinkedIn in Ethiopia
- **Low posting volume** means every post carries weight. There is no filler in this feed.

Performance Indicators

With only 12 original posts in the feed, the engagement numbers are striking. Reactions range from 82 to 726, with partnership announcements and official recognition posts consistently leading. The Women's Day post at 465 reactions shows that personal conviction content performs almost as well as company milestones. The scam alert at 249 is an outlier

in format but confirms that her personal brand has reach well beyond her immediate network.

Overall Strategy Summary

Samrawit's LinkedIn is a company-first feed where she is the narrator. Each post marks a moment in RIDE's growth, told with enough personal voice to feel genuine and enough gravity to feel significant. The strategy does not aim for high posting frequency or thought leadership commentary. It aims to make every post count, and on that measure it works. For anyone tracking Ethiopia's mobility and digital economy sector, her feed is one of the most direct windows into what scaling a consumer tech company in that market actually looks like.

Betelhem Dessie – CEO, Gheero



Betelhem Dessie  · 3rd
Education | Data | AI Research and Development
Addis Ababa, Ethiopia · [Contact info](#)
73,926 followers · 500+ connections

 gheero

 Follow on LinkedIn

Betelhem Dessie started her coding journey at just nine years old in her father's electronics shop in Harar.

By her teenage years, she was already teaching coding and working on artificial intelligence projects with international laboratories.

She quickly gained global recognition as one of the youngest tech pioneers in Africa, dedicating her career to making digital literacy accessible to the next generation.

About Gheero

Gheero is a technology organization focused on developing digital talent and creating tech-driven educational opportunities within Ethiopia. The venture leverages her extensive background in AI coding instruction from her earlier work with initiatives like Anyone Can Code and iCog Labs.

 [Visit Gheero](#)

LinkedIn Content Strategy Analysis

Who should follow Betelhem: AI researchers, data scientists, African tech ecosystem builders, edtech professionals, and anyone working on machine learning for low-resource languages

Core Value Proposition: Betelhem sits at the intersection of AI research, education, and community building in Ethiopia. Through iCog Labs, the DigiTruck, and now the Leyu data marketplace, she has spent years building the infrastructure that makes African AI development possible rather than just talking about it.



Betelhem Dessie • 3rd+
Education | Data | AI Research and Development
2w •

+ Follow ...

Finally something as tall as me 🤖 (thats why I took my heels off)

Experimenting on mobile reception robots at [gheero](#) using ASR for local languages.



👍👍👍 1,154

14 comments · 3 reposts

Key Themes & Topics

1. **The DigiTruck** - A recurring anchor story about a mobile tech training unit she spent 14 years building. One of her best recent performing posts was a video telling the full origin story, drawing 448 reactions, with a simple message: sharing an idea out loud is often the first step to making it real. A companion video from MWC25 in Barcelona added 364 more.
2. **Leyu and African Language Data** - Her current building focus. Posts cover the launch of open-source voice datasets in Amharic, Tigrinya, Somali, and Oromoo for interactive learning applications, and the release of the first dataset on the Leyu Marketplace, which she describes as open source and worth exploring:
 - Low-resource language AI as a genuine technical and ethical priority

- Open data as a community resource, not a product

3. **The iCog / gheero / SingularityNET**

Ecosystem - Betelhem is deeply embedded in a network of organizations doing AI work in and around Ethiopia. Posts regularly surface collaborators, events, and team moments from this ecosystem, including a trip to Kigali for Deep Learning Indaba with colleagues from multiple organizations that generated 799 reactions.

4. **Talent Development and Education**

- The thread connecting everything:
 - The DigiTruck as a vehicle for reaching learners outside formal institutions
 - Solve IT, an entrepreneurship competition she ran for years before open-sourcing its materials entirely so others do not have to start from scratch
 - Participation in the GSMA Knowledge Zone Panel at MWC25 on talent development

5. **Personal Moments and Reflection** -

Some of her highest-performing content is simply human. A photo from her hometown of Harar captioned "a timeline break" pulled 817 reactions, the highest of any post in the feed. A reflection on experimenting with vlog-style content creation, posted with genuine self-awareness about using LinkedIn as a safer space than TikTok, drew 219.

Format & Presentation Style

- **Video-first for signature stories** - the DigiTruck narrative and MWC appearances both lead with video

- **Warm, conversational tone** with self-deprecating humor and a genuine lack of corporate distance
- **Community tagging** that names individuals, not just organizations, making every post feel like a dispatch from a real team
- **Short, honest captions** over polished PR copy. The Harar post is literally three sentences and a photo
- Hashtag use is targeted: #AI, #MachineLearning, #iCog, #LanguageTechnology, #OpenSource, #MWC25

Engagement Strategy

- **Personal and team moments generate the highest numbers**, suggesting her audience follows her as a person first and a researcher second
- **Open sourcing as a values signal** - giving away the Solve IT materials and Leyu datasets builds the kind of community goodwill that converts into sustained engagement
- **Conference presence** at events like MWC25 and Deep Learning Indaba creates natural content moments that also signal credibility to international audiences
- **Tagging collaborators** from across the iCog/gheero/SingularityNET network multiplies organic reach without manufactured amplification

Performance Indicators

With over 12,000 followers, Betelhem generates strong per-post engagement for a feed with low posting volume. Reactions range from 205 to 817 on original content, with personal posts and video narratives consistently

outperforming product or research announcements. The Harar photo being her top post is not an accident; it reflects an audience that is genuinely invested in her as a person.

Overall Strategy Summary

Betelhem is not optimizing for LinkedIn. She is sharing her work and her life with a community that has grown around her over years, and the platform rewards that authenticity with consistent, strong engagement. The strategy, such as it is, is to show up honestly: document real milestones, share credit widely, put useful things in the open, and occasionally let the audience see the person behind the work. It is one of the cleaner examples of what earned credibility looks like on a professional network.

Gizeshwork Tessema – Founder & CEO, GIZE PLC



Gizeshwork Tessema · 2nd

Founder & CEO, GIZE PLC Logistics Expert | Supply Chain Strategist | Advocate for International Trade Connectivity | Logistics Voice
Addis Ababa, Ethiopia · [Contact info](#)

41,564 followers · 500+ connections

 GIZE PLC

 Harvard Business School

 Follow on LinkedIn

Gizeshwork Tessema broke into the logistics and freight forwarding sector at a time when very few

women held leadership roles in the industry.

She systematically built her company from the ground up, navigating complex international trade regulations and supply chain bottlenecks.

Her career proves that structural barriers can be dismantled through consistent execution and deep industry knowledge.

About GIZE PLC

GIZE PLC provides comprehensive freight forwarding, shipping, and customs clearing services based in Ethiopia. The company manages complex cargo movements across air, sea, and land to connect local businesses with international markets.

 [Visit GIZE PLC](#)

LinkedIn Content Strategy Analysis

Who should follow Gizeshwork:

Trade policy professionals, logistics and supply chain executives, investors in Africa, Ethiopian diaspora communities, and anyone tracking Ethiopia's economic transformation

Core Value Proposition:

Gizeshwork is a logistics CEO, a former head of resource mobilization for the Grand Ethiopian Renaissance Dam, and a vocal advocate for Ethiopia's place in global trade. On LinkedIn, she functions as a credible bridge between Ethiopia's national

development story and the international business community.



Gizeshwork Tessema • 2nd
Founder & CEO, GIZE PLC Logistics Expert | Supply Chain Strate...
2w •

+ Follow ...

Ethiopia Fully Opens Freight Forwarding and Logistics Sector to Foreign Investors
May 25, 2026

The Ethiopian Investment Commission announced that the Ethiopian Investment Board has officially decided to open the freight forwarding sector to foreign investors during its meeting held on May 25, 2026. Previously, under investment Regulation No. 474/2020, foreign companies could only participate through joint ventures with Ethiopian firms, with ownership capped at 49%. The new reform removes that restriction and is expected to attract greater foreign direct investment into Ethiopia's logistics industry.

Key Expected Impacts

According to the announcement, the reform aims to:

- modernize logistics and freight services,
- improve efficiency and speed in cargo movement,
- reduce national logistics costs,
- promote technology and knowledge transfer,
- and strengthen the competitiveness of domestic logistics operators.

Broader Reform Agenda

The move is part of Ethiopia's wider economic liberalization program, which has recently included:

- opening parts of the banking and insurance sectors,
- expanding foreign participation in trade and retail,
- and encouraging international investment across strategic industries.

The decision is also closely linked to Ethiopia's efforts to position itself as a regional logistics and investment hub in the Horn of Africa.

#Ethiopia
#EthiopianInvestmentCommission #Logistics
#FreightForwarding

Key Themes & Topics

1. Ethiopia's Economic and Trade

Milestones - Her most engaging content by a wide margin. She covers major national developments with firsthand authority:

- Ethiopia's entry into AfCFTA trading, with context on what it means for exporters and market access
- The opening of Ethiopia's freight forwarding and logistics sector to foreign investors
- Ethiopia's selection to host COP32 in 2027, tied to her personal participation in COP27
- Ethiopia's first listings on the Ethiopian Securities Exchange

2. GERD and National Cause Content

- A defining strand of her identity on the platform. Her role as former Head of Resource Mobilization for the

Grand Ethiopian Renaissance Dam gives her a unique position in this conversation. One of her best recent performing posts was a gratitude message to the global diaspora for their support of the GERD, drawing over 741 reactions. A TV appearance on Meet ETV discussing her GERD journey pulled 634.

3. **Africa's Voice in Global**

Institutions - Commentary on geopolitics and representation, including her endorsement of the UN Secretary-General's call for permanent African seats on the UN Security Council.

4. **Private Sector and African**

Development - Posts from high-level forums and dialogues, including her participation in the AU Assembly's High-Level Dialogue on the private sector's role in Africa's Agenda 2063.

5. **Logistics Industry and Trade**

Connectivity - Her professional core: supply chain developments, sector-opening reforms, and Ethiopia's positioning as a trade hub. These posts are often informational but grounded in personal investment.

6. **Personal Tributes** - Occasional and carefully written posts marking personal loss. A tribute to a close friend who passed away in 2026 generated 50 reactions and revealed a warmth and depth that the policy content alone does not always show.

Format & Presentation Style

- **Long-form commentary** on major economic events, blending reported facts with her personal perspective
- **First-person voice** on national causes, making institutional topics feel intimate

- **Media appearance posts** sharing TV interviews and panel appearances without overselling them
- **Formal but emotionally resonant** tone that shifts register convincingly between policy and personal
- Heavy use of thematic hashtags: #Ethiopia, #GERD, #AfricaRising, #EthiopiaRising, #EconomicReform, #GlobalTrade, #Investment

Engagement Strategy

- **Diaspora activation** is her most powerful lever. Posts touching on Ethiopian national pride and the GERD consistently generate the highest reactions from a globally distributed audience
- **Personal credibility** drives trust on policy topics. Her GERD background is not just a credential; it is the reason people listen
- **Event and forum participation** provides a steady stream of content from international stages
- **Tagging senior figures** like the UN Secretary-General in commentary posts extends organic reach beyond her immediate network

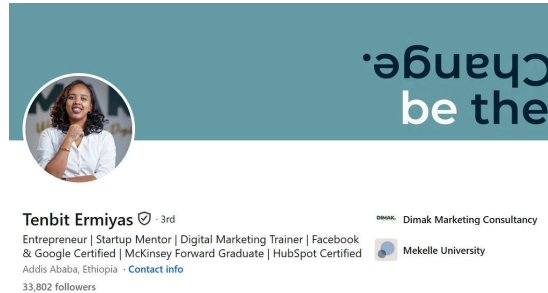
Performance Indicators

The engagement numbers here are exceptional relative to audience size. Posts regularly generate reactions in the hundreds, with the top content reaching 741 and 634. Economic news tied to Ethiopian national identity consistently outperforms logistics-specific content. Personal and emotional posts perform well above the average for non-national-cause content.

Overall Strategy Summary

Gizeshwork's feed works because she brings genuine history to the topics she covers. This is not commentary from the sidelines. She helped mobilize resources for a dam that defined a generation of Ethiopian national pride, and that credibility flows into everything else she posts. Her LinkedIn presence is that of a public figure using a professional platform to shape how Ethiopia's economic story is told internationally.

Tenbit Ermiyas – CMO, Dimak Marketing Consultancy



 Follow on LinkedIn

Tenbit Ermiyas recognized a critical gap in how local Ethiopian brands communicated their value online.

She built her marketing career by helping businesses transition from traditional advertising methods into modern, digital-first campaigns.

Her journey is defined by creative experimentation and a deep understanding of evolving consumer behavior in urban centers.

About Dimak Marketing Consultancy

Dimak Marketing Consultancy specializes in digital branding, content creation, and market strategy for corporate clients in Ethiopia. The firm designs tailored campaigns that increase brand visibility and digital engagement across multiple online platforms.

 Visit Dimak Marketing Consultancy

LinkedIn Content Strategy Analysis

Who should follow Tenbit: Small business owners and entrepreneurs in Ethiopia, marketing professionals building on a budget, startup founders navigating team management, and anyone in the Ethiopian digital marketing space

Core Value Proposition: Tenbit translates real experiences into marketing and business lessons that her audience can actually use. Whether it is a bookstore visit, a difficult hiring decision, or an honest take on the state of digital marketing in Ethiopia, she consistently turns the specific into the instructive.



Tenbit Ermiyas • 3rd+
Entrepreneur | Startup Mentor | Digital Marketing Trainer | Face...

+ Follow ...

It's okay not to be at your best every day.

Sometimes the bravest thing you'll do all week is simply keep showing up.

Not perfectly.

Not with everything figured out.

Not even with a full heart.

But you still wake up.

You answer the calls.

You carry the weight no one sees.

You smile through the exhaustion.

You try again.

And maybe no one notices the battles you're fighting quietly inside you.

The days when your mind is loud and your hope is barely whispering.

The moments when you question yourself but still choose to move forward.

That is strength.

Strength isn't always loud.

It isn't always inspiring.

Sometimes it looks like surviving a day you thought would break you.

So if all you did today was make it through...

That still counts.

More than you know.



Key Themes & Topics

1. Marketing Lessons from Everyday

Observations - Her strongest and most distinctive content strand. One of her best recent performing posts analyzed a visit to the new Jaffar Books store in Addis Ababa, breaking down what marketers should learn from its shelf display strategy, discount psychology, and impulse-buy layout. It generated 546 reactions, the highest in her feed, entirely because it was grounded in a real place anyone in her audience could recognize.

2. Hiring and Team Stories - Personal narrative posts about the realities of building a team:

- A story about hiring a quiet, introverted candidate named

Shimeles Lidete who looked like a poor fit on paper but turned out to be exceptional, told with enough detail and honesty to feel like a real account rather than a parable. It drew 448 reactions.

- Reflections on what actually happens during interviews and what she has learned to look for beyond the obvious signals

3. Digital Marketing in Ethiopia -

Honest Commentary - She does not protect the industry she works in:

- A post called "The Ugly Truth About Digital Marketing in Ethiopia" naming the culture of overclaiming expertise and the damage it does to clients who have already been burned. She includes herself in the critique, which is why it lands at 212 reactions.
- A freelancer post comparing the experience of hiring digital talent to online dating, with profiles that promise everything and deliver inconsistently, pulling 300 reactions from an audience that clearly recognized the experience

4. Low-Budget Marketing Tools and

Practical Advice - Useful, actionable content aimed at Ethiopian business owners who cannot afford agency retainers:

- A list of tools requiring zero budget: Canva for design, ChatGPT for content, Google Business Profile as a website alternative, Telegram for e-commerce channels, micro-

influencer collabs through
product gifting

- DIMAK-tagged posts
establishing her agency as the
practical, accessible option in a
market with a trust problem

5. Entrepreneurship and Resilience -

A recurring motivational layer running
beneath the practical content:

- "The luck they see, the fight I
lived" as a founder identity
statement
- Workplace culture posts about
choosing kindness over ego,
which generated 303 reactions
by naming a pain point nearly
every professional in any
organization has felt

Format & Presentation Style

- **Narrative first-person posts** with a
clear setup, conflict, and resolution
structure
- **Amharic and English both used**
depending on the post, reaching
different segments of her audience
without forcing everyone into one
language
- **Observational breakdowns** that
take a real-world experience and
extract a transferable lesson
- **Image posts with text overlays** for
motivational and cultural content
- **Lists with context**, not just bullet
dumps. Each tool or tip in her low-
budget post comes with a rationale
- Hashtags are concise and brand-
building: #DIMAK, #Branding,
#Digitalmarketing,
#EthiopianBusiness

Engagement Strategy

- **Specificity is her biggest engagement driver.** The Jaffar Books post worked because it named a real store and a real experience. Generic marketing tips in the same format would not have pulled half the reactions.
- **Community recognition** by tagging speakers and collaborators by name extends reach while building goodwill
- **Bilingual presence** serves an audience that operates across both languages in daily business life
- **DIMAK as a visible brand** on almost every professional post builds agency awareness without explicit selling

Performance Indicators

Reactions on original posts range from around 93 to 546, with the median sitting comfortably above 200 for her better content. The consistent performance across multiple post types suggests a loyal and growing audience rather than occasional viral spikes. Her highest-performing content is always rooted in something real and local.

Overall Strategy Summary

Tenbit's feed works because it is genuinely useful and genuinely honest. She is not performing expertise; she is sharing what she observes, hires through, struggles with, and has figured out. For an Ethiopian marketing and entrepreneurship audience that is accustomed to surface-level content, that directness stands out. The DIMAK brand benefits every time she posts not because she sells it, but because the posts

themselves are evidence of how she thinks.

Aschalew Tamiru – Founder & CEO, HayaSebat Marketing & Branding



Aschalew Tamiru አስቻለው ታምሩ 3rd
Founder & CEO @ HayaSebat Marketing & Branding plc|Certified
Consultant|Author of Make a Difference with Customer Service &
ደንበኛ ይቅደም Books|Article writer on Capital newspaper & EBR Bus.
Magazine & Radio(Fana) Show Host
Addis Ababa, Ethiopia - [Contact info](#)
31,149 followers · 500+ connections

 HayaSebat Marketing and
Branding
 Addis Ababa University

 Follow on LinkedIn

Aschalew Tamiru spent years working inside major financial institutions and corporate marketing departments before launching his own venture.

He witnessed firsthand how corporate messaging often felt disconnected from ordinary consumers.

He used that corporate experience to establish an agency focused on authentic, culturally relevant brand identity.

About HayaSebat Marketing & Branding

HayaSebat Marketing & Branding is a creative agency providing full-service marketing, corporate branding, and public relations strategies. The agency works with notable enterprises to build

recognizable market identities through localized messaging.

 Visit HayaSebat Marketing & Branding

LinkedIn Content Strategy Analysis

Who should follow Aschalew:

Ethiopian business owners and entrepreneurs, finance and banking professionals in Ethiopia, marketing and branding clients, and Amharic-speaking professionals who want Ethiopian economic news explained in plain language

Core Value Proposition: Aschalew runs a marketing and branding consultancy, has published two books on customer service, writes for Capital newspaper and EBR Business Magazine, and hosts a radio show on Fana. On LinkedIn, all of that converges into a feed that functions primarily as an Amharic-language business intelligence service for Ethiopian professionals.



Aschalew Tamiru አስቻለው ታምራ · 3rd+
 Founder & CEO @ HayaSebat Marketing & Branding plc|Certifie...
 1mo · 🌐

+ Follow ...

የመጀመሪያ የሞባይል ስልክ ቀጽሎ የትኛው ነበር? የኔ 7 ቁጥር ላይ ያለው ነበር፤ የእርስዎስ? እንዳንድ ስልክ ሐሰትዎ ስምም ነበራቸው፤ ይጋሩን

Show translation



Key Themes & Topics

1. Ethiopian Financial Sector News -

The highest-performing strand in his feed by a clear margin. Posts cover National Bank of Ethiopia decisions, banking reforms, and foreign financial institutions entering the market, all written in Amharic and pitched at a professional audience that wants the information without having to find it themselves:

- Standard Bank receiving a new license under the revised Banking Business Proclamation
- Zenit Bank entering discussions with the Ethiopian Investment Commission about opportunities in the newly liberalized financial sector
- The National Bank extending RTGS operating hours to accommodate increased transaction volumes

- Interest rate liberalization
removing the fixed minimum
savings deposit rate

2. Foreign Investment and Business

Expansion News - Closely related to the finance strand, covering major market entries and investment flows into Ethiopia:

- Carrefour entering Ethiopia through a franchise and supply agreement with Midroc Investment Group's Queens Supermarket, with all 13 branches converting to the Carrefour brand. One of his best recent performing posts on this drew 67 reactions alongside the Standard Bank post
- Global commodity price movements and their direct relevance to Ethiopian consumers and businesses, framed with the Amharic phrase "ፕሮ ወሬ!" (Good news) when oil prices dropped

3. Health and Wellness Insights - A

secondary content strand that runs alongside the business news, reaching a different layer of his audience:

- Scientific warnings about screen time for children under two years old
- The documented health benefits of sleeping on the left side, broken down by system (digestion, heart health, acid reflux)
- Child brain development during critical early growth stages

4. Motivational and Personal

Development Content - Short,

structured posts in Amharic offering practical life and career principles:

- Four-point frameworks on avoiding short-term thinking, resisting complacency, using your abilities before losing them, and managing time deliberately
- Framing aimed at Ethiopian professionals navigating both personal and professional growth simultaneously

5. Marketing, Branding, and

Customer Service - His professional core, which surfaces less frequently than the news content but ties directly to HayaSebat Marketing and Branding and his two published books:

- Branding principles relevant to Ethiopian businesses
- Customer service as a competitive differentiator, the theme connecting his books, his radio show, and his consultancy

Format & Presentation Style

- **Almost entirely in Amharic**, a deliberate choice that prioritizes depth of connection with a specific professional community over broad reach
- **News-style reporting** for financial content, sourced and attributed, delivered with enough context that a reader does not need background knowledge to follow
- **Numbered frameworks** for motivational and professional development content, clean and easy to scan

- **Short health and science explainers** that translate technical findings into practical daily decisions
- **Occasional English** for professional acknowledgments and relationship-building posts
- Hashtags are specific and topic-coded: #NBE, #MonetaryPolicy, #Finance, #IFB, #Branding, #EthiopiaNews

Engagement Strategy

- **Language is the primary strategy.** Writing substantive business and finance news in Amharic on LinkedIn fills a real gap. Most platforms of this kind default to English, which leaves a large segment of Ethiopian professionals underserved.
- **Timeliness matters** on the financial news posts. Covering National Bank decisions and foreign investment news close to announcement gives the content real utility.
- **Breadth of topics** across business, health, and personal development keeps the feed relevant to a wider slice of the same audience across different moods and needs
- **Author and media credentials** (books, Capital newspaper, EBR, Fana Radio) are embedded in his profile positioning and reinforce the credibility of his news curation

Performance Indicators

Posts consistently generate between 19 and 67 reactions, with banking and investment news posts pulling the highest numbers. Health and lifestyle content performs reliably in the mid-range. The consistency across a 60-post original content sample suggests a

stable, engaged audience that returns for the type of content he reliably produces.

Overall Strategy Summary

Aschalew is running what amounts to a curated Amharic-language business intelligence feed inside a platform that is still predominantly English-first. The marketing consultancy and the author credentials sit in the background as proof of expertise, while the news and analysis content does the daily work of building an audience with genuine informational needs. The radio, newspaper, and LinkedIn presence form a coherent media ecosystem where each channel reinforces the others. For Ethiopian professionals who want economic and business news in their first language, from someone with the credentials to contextualize it, his feed is a practical resource.

Kidus Asfaw – CEO & Founder, Kubik



Kidus Asfaw · 2nd
CEO + Founder @Kubik | TIME100 Climate | Socials:
@kidus.by.design
Addis Ababa, Ethiopia · [Contact info](#)
www.buldkubik.com [🌐](#)
27,486 followers · 500+ connections



[🔗](#) Follow on LinkedIn

Kidus Asfaw worked for major international organizations like UNICEF, focusing on technology and innovation management.

During this time, he realized that global plastic waste could be repurposed to solve the severe affordable housing shortage.

He left his stable institutional career to build a climate-tech venture that addresses environmental degradation and urbanization simultaneously.

About Kubik

Kubik is an environmental technology company that transforms hard-to-recycle plastic waste into affordable, eco-friendly building materials. The venture raised significant seed funding and won international sustainability accolades for its scalable clean-tech manufacturing model.

 [Visit Kubik](#)

LinkedIn Content Strategy Analysis

Who should follow Kidus: Impact investors, circular economy advocates, sustainable development professionals, and African entrepreneurs building in hard-to-reach markets

Core Value Proposition: Kidus is building Kubik, Inc. into Africa's leading plastic-to-construction company, turning waste into affordable housing, schools, and clinics. On LinkedIn, he makes the mission feel human by centering people over product.



Kidus Asfaw • 2nd
CEO + Founder @Kubik | TIME100 Climate | Socials: @kidus.by...
Tw • 1

+ Follow ...

When [Noel Daniel](#) called to ask if I can meet Dillon Page, I kind of had to ask my daughter about who he is 🙄

In the five minutes I spent with him and Adonay, Dillon listened so intently to what [Kubik, Inc.](#) does that he paused, turned to his camera, and spent a whole minute talking about our work. He didn't have to, but he did. I could tell he wanted the world to see what's happening in [#Ethiopia](#).

But the one who really stayed with me was Adonay. Quiet, in the background, just listening. When he heard we work in [#Harar](#), he made a point of going to see our [#LILY](#) project for himself. Again, he didn't have to, but he did. You could feel his hunger to learn about his country and show it to the world. That's what public service looks like.

Behind the YouTube and TikTok posts, these are two genuinely humble people who pay attention and want other people's work to be seen. Grateful I got to meet them.



489

3 comments · 4 reposts

Key Themes & Topics

1. Mission and Impact Storytelling -

The core of his feed. Posts document what Kubik builds and why it matters:

- Affordable housing projects in Dire Dawa in partnership with government
- Schools built from recycled plastic with UNICEF
- Medical clinics handed over to communities in Gurage Zone
- Making Harar plastic waste-free, recognized by the World Economic Forum

2. Circular Economy and Waste -

Educational and visual content around plastic waste as a resource:

- Landfill photography putting scale of the problem in frame
- The argument that plastic waste and affordable

construction can solve each other

- AfricaRising and MadeInAfrica framing for the broader movement

3. **People Spotlights** - Regular posts profiling individuals connected to Kubik's work:

- Team members like Peka Befekadu, framed around character and contribution
- External partners and collaborators like Ben Tesfaye of USP Holdings, told through interview-style video content
- Community leaders like Bishop "Aba" Lukas from the Catholic Diocese of Imduber

4. **Founder Reflections** - Candid, first-person posts about the realities of building a company:

- A moment when he thought Kubik would fail, and what pulled him through
- Downsizing decisions made alone in Cape Town
- A founder myth post pushing back on the idea that the company must always come first
- His daughter as his most honest advisor

5. **Ethiopian Development and Leadership** - Commentary on people and organizations moving Ethiopia forward, including one of his best recent performing posts, which highlighted an individual quietly uplifting African economies.

Format & Presentation Style

- **Narrative prose** over bullet points. Posts read like excerpts from a

personal essay

- **First-person and present-tense**
framing makes content feel
immediate and direct
- **Video content** for the interview
series with partners and collaborators
- **Photo documentation** of project
milestones and community
handovers
- Minimal hashtag use but purposeful:
#BuiltByKubik, #CircularEconomy,
#MadeInAfrica, #Ethiopia

Engagement Strategy

- **Tagging individuals and organizations** in most posts,
expanding reach to their networks
- **#BuiltByKubik** as a proprietary
brand hashtag tying all project posts
together
- **Amplifying others first** before self-
promotion, building goodwill with the
people featured
- Storytelling hooks based on tension
and resolution rather than straight
announcements

Performance Indicators

Engagement is modest in raw numbers, but the content punches above its weight in narrative quality. One of his best recent performing posts drew 20 reactions from a relatively small audience. The highest-performing content tends to be people-focused rather than project-focused, and posts with emotional stakes outperform purely informational updates.

Overall Strategy Summary

Kidus is not running a promotional feed. He is building a record of a

mission in motion, told through the people and places Kubik touches. The strategy treats LinkedIn as a journal of accountability to investors, partners, and the communities Kubik serves. The vulnerability in the writing is deliberate and it works: it makes a company story feel like a human one.

Henok Assefa – Founder & Managing Partner, Precise



Henok Assefa · 3rd

Africa's Economic Transformation | Innovation, Climate-Smart Solutions, and Inclusive Development | Board Member | General Partner at African Renaissance Ventures | CEO of Precise
Addis Ababa, Addis Ababa, Ethiopia · [Contact info](#)

[Precise](#)

20,353 followers · 500+ connections

 Precise.

 Fordham University

 Follow on LinkedIn

Henok Assefa returned to Ethiopia with a determination to foster a more vibrant, competitive private sector.

He recognized that small businesses and agricultural enterprises lacked access to the high-level strategy consulting typically reserved for multi-national corporations.

He established his firm to provide actionable business intelligence that drives systemic macroeconomic growth.

About Precise

Precise is a prominent economic development, business advisory, and management consulting firm operating in Ethiopia. The company guides private sector investments and designs impactful programs across the agricultural, energy, and industrial sectors.

[Visit Precise](#)

LinkedIn Content Strategy Analysis

Who should follow Henok:

Development finance professionals, institutional investors, renewable energy executives, policy makers, and business leaders tracking Africa's emerging economies

Core Value Proposition: Henok sits at the intersection of executive consulting, venture capital, and pan-African development thinking. His LinkedIn presence reflects all three roles at once, making him one of the more intellectually layered voices in Ethiopia's business community on the platform.



Henok Assefa • 3rd+
Africa's Economic Transformation | Innovation, Climate-Smart S...
4d • 🌐

[+ Follow](#) ...

What a difficult time to be a developing country!

Imagine gaining foothold in high value add, futuristic, fast growing renewable energy industry. And then, to be accused of anti-competitive practices by no less a country than the United States.

The first part is hard enough without dealing with the second. Which ladder is [#Africa](#) supposed to use to go up then???

<https://lnkd.in/eG3Azc8x>



Ethiopia solar exports boom sparks US tariffs evasion probe
fdiintelligence.com

👍 43

9 comments • 3 reposts

Key Themes & Topics

1. Renewable Energy and Africa's Energy Architecture - A clear

personal passion that runs through the feed. Posts go beyond commentary into original thinking:

- The argument that Africa's energy future cannot be built on megawatts alone, but requires distributed infrastructure like minigrids
- Ethiopia's position as sub-Saharan Africa's largest installed power generation capacity holder
- The launch of a Precise white paper titled "Grid 3.0: Powering..." at a side event, showing he backs opinion with original research
- #RenewableEnergy, #DRE, #SDG7, and #CleanEnergy hashtags used consistently

2. Africa's Economic Architecture

and Infrastructure - Broader macro commentary on what will determine Africa's next economy:

- The argument that Africa's infrastructure problem is architectural, not technological
- Trade and development policy framing around AfCFTA and investment liberalization
- Geopolitical observations tied to developing countries navigating global trade pressures

3. Ethiopia-Specific Investment and

Policy - Regular posts tied to Ethiopia's evolving investment landscape:

- Event moderation at Ethiopian Investment Holdings panels
- Observations on Ethiopia's financial sector gaps, including one of his best recent

performing posts, a confidential CEO search for an asset management platform that pulled 145 reactions by meeting a clear market need

- Informal but pointed commentary on everyday friction in Ethiopia's economy, like a photo series on ATM availability that generated 77 reactions because it named something everyone in the room already knew

4. **Book Reviews and Intellectual**

Commentary - A recurring format that distinguishes him from peers posting purely operational content:

- A review of "It's About Tyme" by Adrian Saville and Bruce Whitfield, reading the fintech story as a critique of conventional development thinking
- References to Rodriguez lyrics as a frame for gold markets and shifting investor behavior

5. **Executive Search and Precise**

Consulting - Practical content serving a concrete purpose, including high-level recruitment mandates for Ethiopia's financial and development sectors.

Format & Presentation Style

- **Analytical prose** rather than bullet lists. Posts tend to develop a line of argument over several short paragraphs
- **Observation-to-insight structure:** starts with something specific (a trip, a book, a broken ATM) and draws a broader conclusion

- **Conference and event content** from panels he moderates or side events he anchors
- **Low volume, deliberate posting** - this is not a high-frequency feed, which makes each post feel more considered
- Hashtag use is topical and consistent rather than broad-net casting

Engagement Strategy

- **Practical content for a specific professional need** consistently leads engagement. The CEO search post shows that actionable, market-specific content outperforms even strong thought leadership
- **Relatable friction posts** perform surprisingly well. The ATM post worked because it was honest, grounded, and shared without over-explanation
- **Event participation** keeps his name visible at the right forums and generates content that signals access and credibility
- **Original research and white papers** establish Precise as a producing institution, not just a consulting brand

Performance Indicators

Posts range from 6 to 145 reactions, with the majority of strong-performing content sitting in the 43 to 77 range. The two outliers are the CEO recruitment post at 145 and the ATM frustration post at 77, suggesting that Henok's highest reach comes either from serving a direct professional need or from naming an everyday reality with precision and a bit of nerve.

Overall Strategy Summary

Henok is building a reputation as a serious thinker on African development, energy, and investment, with Ethiopia as his primary context. The feed works because the roles reinforce each other: the consulting credibility makes the macro commentary land harder, and the intellectual content makes the recruitment mandates feel like more than job posts. The low posting frequency is a strategic choice that keeps the signal-to-noise ratio high.

Ermias Tegegn Retta – CEO & Founder, GraceERP



Ermias Tegegn Retta 🇪🇹 · 3rd
CEO & Founder at GraceERP 🇪🇹 | Odoo | ERP system | Investor
Addis Ababa, Ethiopia · [Contact info](#)
[Let's Talk](#) 🗨️
7,251 followers · 500+ connections

 GraceERP Consultancy PLC | Ethiopia

 Follow on LinkedIn

Ermias Tegegn Retta observed that many growing businesses struggled to scale efficiently because they relied on disconnected, manual systems.

He committed his career to mastering enterprise resource planning technologies to help organizations automate their operations.

He built a consultancy that assists businesses in modernizing their

digital infrastructure and
streamlining workflows.

About GraceERP

GraceERP is an information technology consultancy that specializes in designing, deploying, and managing enterprise resource planning systems for corporate clients. The firm helps businesses integrate their financial, supply chain, and human resource data into a single platform.

 Visit GraceERP

LinkedIn Content Strategy Analysis

Who should follow Ermias: Finance professionals, operations managers, business owners, and ERP consultants in Ethiopia and across East Africa

Core Value Proposition: Ermias is building the Odoo ERP ecosystem in Ethiopia through his company GraceERP, positioning himself as the go-to resource for ERP education, Odoo implementation knowledge, and business process training in the country.



Ermias Tegegn Retta  • 3rd+
CEO & Founder at GraceERP  | Odoo | ERP system | Investor

[+ Follow](#) ...

a great time this morning, an event organized by [EBN Ethiopia](#) with different speakers and guests. Thank you [EBN Ethiopia](#) and the whole team for organizing this Breakfast and Networking event.



Key Themes & Topics

1. ERP Education and Business

Process Literacy - The backbone of his content. Posts regularly explain why ERP systems matter and what learning them teaches professionals beyond the software itself:

- Procurement, inventory, accounting, and sales workflows through an Odoo lens
- Why ERP skills remain valuable regardless of industry
- The argument that continuous learning drives ERP project success

2. Odoo Training Programs - Regular announcements and promotions for GraceERP's functional training batches, webinars, and knowledge-sharing initiatives:

- Recurring Odoo Functional Training Program cohorts open to professionals
- Webinars featuring external experts (e.g., a BDO Ethiopia managing partner on finance in ERP)
- Odoo for specific verticals like NGOs

3. Team Culture and Internal

Knowledge Sharing - A consistent Friday series documenting GraceERP's internal learning sessions. One of his best recent performing posts was a Friday Knowledge Sharing update, drawing 21 reactions and showing genuine warmth around team development.

4. Future Skills and Career

Development - Shorter, opinion-style posts on skills that will matter in the next five years: systems thinking,

data literacy, process improvement, ERP knowledge.

5. **Ecosystem Building** - Posts around GraceERP's broader mission to grow the Odoo community in Ethiopia: developing practitioners, fostering thought leadership, creating career pathways.

Format & Presentation Style

- **Short to medium text posts** with clean bullet lists for skill sets or key takeaways
- **Company branding** woven throughout, with nearly every post tagging GraceERP Consultancy PLC
- **Photo posts** for team events and training sessions, particularly the Friday Knowledge Sharing series
- **Webinar-style announcements** with structured agendas and checkmark bullets
- Tone is instructional and motivational, leaning toward accessible over technical

Engagement Strategy

- **High posting frequency** with consistent daily or near-daily output
- **Recurring content formats** like the Friday Knowledge Sharing series build audience habit
- **Hashtag focus** on #Odoo, #ERP, and #DigitalTransformation to reach relevant communities
- **Company page amplification** by tagging GraceERP on most posts
- Event and webinar posts attract the most interaction, particularly when featuring external guest speakers with credibility in the Ethiopian business community

Performance Indicators

Most original posts land in the 1 to 10 reactions range, with the Friday Knowledge Sharing photo series and webinar promotions consistently pulling the highest numbers (13 to 21 reactions). Event content with real people in frame outperforms text-only posts by a clear margin.

Overall Strategy Summary

Ermias is using LinkedIn as a steady education and awareness channel for GraceERP's training business. The strategy is community-first: he is not selling software but building a professional ecosystem around Odoo in Ethiopia. Consistency is his strongest asset. The content that resonates most is grounded in real team moments and expert-backed programming rather than generic ERP commentary.

Sophia Bekele – Founder & Group CEO, DotConnectAfrica Group



Sophia Bekele  · 3rd

Governing AI before regulation | Digital Sovereignty Architect | Ex Fortune 500 Tech Auditor | Policy Advisor: UN, ICANN, US Congress | Fortune AIQ | ForbesWomen | Africa Pioneer | Board Member | CEO

 Fortune

 Golden Gate University

 Follow on LinkedIn

Sophia Bekele built an international business career spanning

corporate governance, technology advocacy, and investment.

She recognized early on that Africa needed a strong, unified digital identity on the global internet infrastructure.

She fought a multi-year campaign to secure and champion the dot-africa top-level domain name, while simultaneously building programs to support women entering the tech industry.

About DotConnectAfrica Group

DotConnectAfrica Group is a pan-African organization focused on digital infrastructure advocacy, internet governance, and tech sector capacity building. The group runs impactful initiatives like the Miss.Africa digital program to expand seed funding and training for women in tech fields.

 [Visit DotConnectAfrica Group](#)

LinkedIn Content Strategy Analysis

Who should follow Sophia: AI policy professionals, internet governance practitioners, African tech leaders, and anyone working at the intersection of digital rights, cybersecurity, and emerging market technology

Core Value Proposition: Sophia is one of the few people on LinkedIn who can speak to AI governance, digital sovereignty, and internet policy from a place of direct

institutional experience. Her decade-long battle to build the .africa registry through DotConnectAfrica gives her an authority on digital rights in Africa that no amount of policy commentary alone can replicate.



Sophia Bekele • 3rd+
Governing AI before regulation | Digital Sovereignty Architect | ...
[Visit my website](#)
2w •

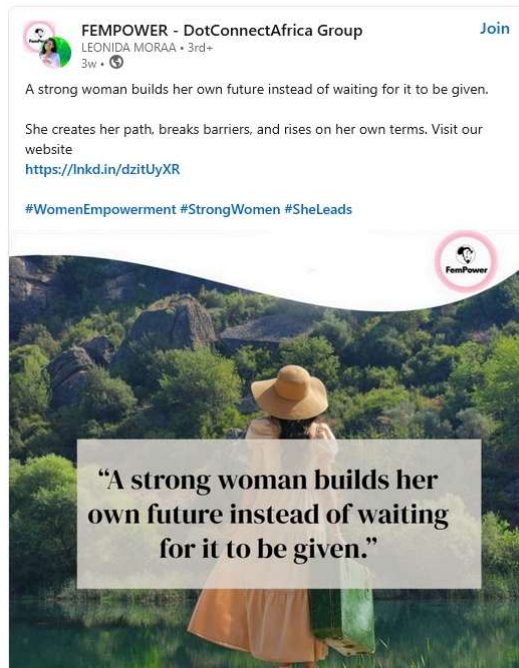
+ Follow ...

Love this. ❤️ Let me add something.

A strong woman does not wait for permission. She does not wait for someone to notice her. She does not wait for the right door to open. She starts. She builds. She figures it out as she goes.

That is what I learned building DotConnectAfrica. No one was coming to hand me anything. So I stopped waiting and started working.

Our team posted this and I am proud of them. Too many women are still waiting to be chosen. Choose yourselves. Build your own table. Then pull up a chair for someone else.



Key Themes & Topics

1. Digital Sovereignty and AI

Governance - The central pillar of her content and the lens through which she frames almost everything:

- The argument that the 21st century will be defined by cyber sovereignty, digital trust, and ethical innovation
- Commentary on what digital sovereignty actually means beyond the buzzword, particularly for Africa

- Her newsletter, "The Ethical Technocrat," which she uses to develop and distribute these ideas at length

2. Internet Governance and ICANN - A

specific and well-documented expertise that sets her apart from generic tech commentators:

- One of her best recent performing posts traced the full history of how the .africa registry was taken from DotConnectAfrica through institutional manipulation, timed deliberately to coincide with ICANN's new gTLD application round reopening for 2026
- Universal Acceptance and multilingual domain infrastructure for African languages
- Published pieces on CircleID, a specialist internet governance publication

3. AI in Africa and Cybersecurity -

Forward-looking commentary tied to her advisory work with the UN, ICANN, and US Congress:

- Tracking African language AI developments
- Cybersecurity risks in the context of African digital infrastructure
- The argument that Africa's digital future is now about control, not just connectivity

4. Women in Tech and Leadership - A

consistent secondary theme, often activated by external moments like conferences or publications:

- Commentary on women building without waiting for

permission

- Coverage of women-led tech events and communities
- Her own recognition in ForbesWomen and Fortune AIQ as validation content

5. Media Features and Thought

Leadership Positioning - Regular posts sharing magazine coverage and published articles that reinforce her authority:

- An 8-page cover feature in Insight Success Magazine titled "The Global Champion of Digital Sovereignty"
- Appearances in Fortune AIQ and Forbes Women

Format & Presentation Style

- **Commentary-first** style that builds on articles, reports, or news items with her own perspective added
- **Newsletter promotion** through the Ethical Technocrat series, moving followers toward a longer-form relationship
- **Video content** experimenting with a branded series mixing tech, leadership, and wit under the #sophiabekemixology tag
- **First-person authority** - she does not summarize; she argues, often drawing on personal history at DCA
- Heavy hashtag usage across: #DigitalSovereignty, #AlinAfrica, #CyberSecurity, #InternetGovernance, #WomenInTech, #ICANN

Engagement Strategy

- **Credentialing content** (magazine features, awards, published articles) keeps the authority narrative visible

- **Timely commentary** on active policy moments like the ICANN gTLD round creates relevant entry points
- **Newsletter as anchor** provides a depth channel for followers who want more than LinkedIn posts
- **Cross-platform signaling** through tagging UN bodies, congressional references, and Fortune/Forbes amplifies reach toward institutional audiences

Performance Indicators

Engagement per post is modest, typically ranging from 3 to 15 reactions. The highest-performing content is the deeply reported .africa post, suggesting that substantive, experience-backed writing outperforms general commentary significantly. There is a clear gap between the quality of the content and current reach, indicating an audience still being built.

Overall Strategy Summary

Sophia's LinkedIn is a long-game play. The credentials are real, the content is substantive, and the positioning as a pre-regulation AI governance voice is both differentiated and well-timed. The feed does not optimize for virality and does not need to. It is building a record of serious thought leadership in a niche that is becoming mainstream. The .africa story alone, told in full on a platform that rewards authenticity, is the kind of content that converts readers into believers.

Tigist Kebede – CEO, Habeshaview



Tigist Kebede  2nd
Chief Executive Officer at habeshaview
Reading, England, United Kingdom · [Contact info](#)

 habeshaview

 Follow on LinkedIn

Tigist Kebede realized that mainstream international media companies rarely depicted Ethiopian life with nuance or cultural accuracy.

She saw an opportunity to use modern streaming technology to share authentic local media with audiences around the globe.

She established a media entertainment company that helps local content creators reach the vast Ethiopian diaspora community.

About Habeshaview

Habeshaview is an international IPTV and digital media platform that streams Ethiopian and African news, films, and cultural programming. The company partners with local creators and international broadcasters to provide high-quality media content to global viewers.

 Visit Habeshaview

LinkedIn Content Strategy Analysis