ALVIN CEDARHAND

Senior Executive Assistant & Executive Partner

alvin@cedarhand.com · cedarhand.com · WhatsApp +254 707 731 970 · Remote, working UK, EU and US hours

PROFILE

Senior executive assistant with a commercial background, supporting founders, executives and senior professionals across how their business runs and how it grows. Combines everyday executive support (inbox, calendar, travel, meeting preparation) with consulting-grade research, document quality control, systems and AI automation, and nine years of B2B sales and partnership leadership.

CORE CAPABILITIES

Executive support	Inbox and calendar management, scheduling, meeting preparation and minutes, follow-ups
Travel and events	Itineraries, flights, hotels, transfers, restaurants and event logistics
Research and briefings	Stakeholder and company briefs, market scans, source and reference checks
Documents and reporting	Reports, decks and proposals; document quality control; reference libraries
Systems and AI	Workflow automation, AI tools and prompts, CRM set-up, dashboards
Growth and visibility	LinkedIn content, newsletters and podcasts, website and SEO updates
Personal and household	Household logistics, orders and approvals, personal admin, with full discretion

EXPERIENCE

Executive Assistant & Expert Partner

2026 – Present

Founder, health-economics (HEOR) consultancy · Norway · Remote

Full executive and personal support to the founder, across research, documents, systems, publishing and household.

- Built an operating manual covering five functions: stakeholder research, document QC, reference library, document production and household logistics.
- Prepared intelligence briefs on pharma and biotech companies ahead of client meetings, covering pipelines, leadership and strategic position.
- Audited research sources line by line; flagged unverifiable references and corrected an incorrect DOI before materials reached clients.
- Designed an automated podcast and newsletter pipeline (Claude API, ElevenLabs, Buzzsprout, Zapier, Beehiiv).
- Set up inbox rules, shared mailboxes and invoice routing into the bookkeeping system; manage weekly household grocery planning and approvals.

Website Rebuild & Integrations (project)

2026

Beauty and wellness business · Chicago, United States · Remote

- Rebuilt the company website and set up and tested integrations with the business's tools, with ongoing maintenance support.

Head of Growth & Customer Success

Feb 2024 – Jun 2025

B2B SaaS start-up (fleet and delivery technology) · Kenya, Nigeria, Rwanda

Worked directly with the founders, building the commercial function from zero.

- Supported the founders day to day across pricing, positioning, reporting and customer operations.
- Won 13 enterprise clients in six months, reaching $62K ARR with 90% net revenue retention.

Earlier career: B2B sales, partnerships and commercial leadership

2017 – 2024

Software and FMCG companies · Sub-Saharan Africa

- Nine years across enterprise sales, partner management and regional commercial leadership, including leading an 18-person field team with full P&L accountability.

TOOLS

Daily stack	Google Workspace, Gmail and Google Calendar, Microsoft 365, Outlook and Teams, Calendly, Notion, Slack, Loom, Claude, Zapier, n8n, Excel and Google Sheets
Also use	Asana, ClickUp, HubSpot, Salesforce, Zoho CRM, Pipedrive, Intercom, Power BI, Looker Studio, GA4, Mailchimp, Beehiiv, Buzzsprout, ElevenLabs, NotebookLM, 24SevenOffice
New tools	Quick to learn any client's stack, typically within the first week

EDUCATION & CERTIFICATIONS

Bachelor of Commerce (Marketing), Second Class Upper — Kenyatta University, 2016–2019

Google Digital Marketing & E-Commerce Professional Certificate

MEDDPICC Enterprise Sales Certification, MEDDIC Academy, 2026