

	<p>NAME: Kije Mugisha Rwamasirabo</p> <p>COUNTRY: Rwanda</p> <p>AGE: 36</p> <p>BUSINESS: Olive Tree TV Productions LTD</p>
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Bio information

Kije holds a Bachelors of Science in Journalism and Public Information from Emerson College and a MBA in Media Management from the Metropolitan College of New York. Previously, she worked for the Rwandan government for five years as the information officer and director of Rwanda National State Television. Born and raised in Philadelphia, Pennsylvania, Kije did not speak or understand the language - a challenge she accepted to help build a better image of Rwanda.

Prior to joining the Rwandan government, she worked as a consultant at the United Nations Rwandan sector with both UNICEF and UNDP. She served as the CNN correspondent and the only woman journalist covering the genocide, traveling with the Rwandan troops for the World View Report. In 2005, she interviewed Pastor Rick Warren, author of "The Purpose Driven Life" whose book was used during the Atlanta shootings for the release of hostage victims.

Business information

Olive Tree TV Productions LTD is a start-up business focused on being the premier TV production company by producing unprecedented, diversified television programming. Since the liberalization of the FM airwaves, the television airwaves are not open for business as well.

Olive Tree TV Productions main goal is to entertain and educate Rwandan people through television content by establishing a private television production company.

By attending the PEACE THROUGH BUSINESS program, Kije wants to master the financials of her business and learn strategies that will help her grow as a TV talk show host.



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