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Prior to forming his own consultancy firm Sisay spent some 10 years as founding director of local NGO called Lambadina Institute Health and Development Communication. In addition, he has been a full time lecturer at Addis Ababa University and communication advisor for UNICEF.

Sisay's education includes Masters of Arts from AAU, Masters of Public Health from Witwatersrand University in South Africa and currently a PhD Dropout on transformational leadership and applied management at Walden University in the US.