

AUTHOR PRESS BIOGRAPHY

Bhai-Dhawa Sesay

Author, technologist, media entrepreneur, cultural producer and civic thinker



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Bhai-Dhawa Sesay is an author, technologist, media entrepreneur, cultural producer and civic thinker whose work connects Sierra Leonean public life, democratic practice, media, culture and technology. Born and raised in Sierra Leone, he attended Magburaka Secondary School for Boys and studied Geology and Chemistry at Fourah Bay College, University of Sierra Leone, earning a Bachelor of Science degree in 1986. He later earned a diploma in computer studies from the Programming and Systems Institute in 1989 and a Master of Distance Education and E-Learning from the University of Maryland Global Campus in 2020.

Sesay is chief executive officer of Leone Connect, chief technology officer of Leone Host and the founder of Sierra Leone Live, the online news and information platform he established in 1999. His work also extends across software and website development, digital publishing, television, music, photography, video production and cultural programming. In 2010 he created and produced Usabi Dance, Sierra Leone's first modern-day reality television show. In 2025 he produced the inaugural One Nation Reggae Festival in collaboration with Sierra Leone's Ministry of Tourism and Cultural Affairs.

He began developing the Five C framework in the early 2000s. The resulting book, *The 5C Theory: Culture, Corruption, Citizenship, Contentment, and Complacency in Sierra Leone*, examines how connected social and political forces make public failure durable and how those connections can be interrupted. His wider writing addresses electoral integrity, civic life and the choices artificial intelligence presents for Sierra Leone's future. Sesay lives in Bowie, Maryland, with his family.

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