

Insurance Communications Master Class

7th-8th September 2016

IPSOS, Acorn House, James Gichuru Road

TRAINER PROFILES



Hazel King'ori – Head of PR, Research & Education, Association of Kenya Insurers



Her Professional Background

Hazel is a communications practitioner with 7+ years' experience in managing communication and consumer awareness campaigns both nationally and internationally. She is currently heading the PR, Research and Education department at Association of Kenya Insurers.

She has experience across the full corporate communications and public relations scope including digital communications, internal communications, media relations, public relations, market research, public affairs, crisis and reputation management, stakeholder engagement, brand management, event management, budgeting and project management.

Her Educational Background

She is a certified PR Practitioner from Chartered Institute of Public Relations (CIPR-UK). She holds a Master's degree in Mass Communications from the University of Leicester (UK) and a Bachelor's degree in Communications from University of Nairobi.

Her Passion

Hazel is passionate about communications as an academic discipline and as a corporate function that impacts business objectives. As such she has written several essays on various aspects of communication and has been invited to Daystar University as a guest lecturer for the communications classes. She has developed and executed various national campaigns that have had wide felt impact such as digital migration, SIM Registration and others.

Betty Adero – Radier – Managing Director, SCANAD Kenya



Her Professional Background

Betty has been in senior level Strategic Marketing and Operations roles for the past 20 years developing strategies that have seen growth levels of up to 50% for brands and businesses. Markets worked in include Nigeria, Tanzania, Uganda and Kenya, Indian Ocean Islands and the Ivory Coast. Companies worked for include Ogilvy and Mater, TBWA, Grey advertising and ScanGroup. Betty possesses acumen for strategic yet practical outlook to business, with strong analytical, marketing and communication skills. She is a self-motivated, versatile and results oriented manager. Some of her roles have included: Marketing Director – Samsung Electronics, Managing Director – McCann Kenya, Managing Director & Partner - TBWA Creative Ltd, just to name a few. She is currently the Managing Director of SCANAD Kenya.

Her Educational Background

Betty academic background includes a Phd from the University of Cape Town, Graduate Business School, in Entrepreneurship and Small Business development, an MBA degree in strategy and finance from the University of Nairobi and a Bachelor's Degree in Design

Her Passion

Betty is interested in seeing companies harness the full potential of their brands and making sure that this growth seeps into the overall financial and reputational success of these companies. Betty is a master of growing corporate and product brands and this is demonstrated clearly in her years of experience in various managerial roles.

Edward Ihaji – Head of Market Research, IPSOS Kenya



His Professional Background

Edward is a career researcher with 12 years' experience in commercial market and social research. He has served in various capacities from research operations (fieldwork & data processing), statistical analysis/market science, client management and currently in Senior Research Business Management as the head of Market Research at Ipsos Kenya Ltd. Edward has been in this position for the last 2 years.

Edward has developed expertise in various subjects in market research. These are;

- Market understanding (U&As + Market Segmentation)
- Brand Health Measurement
- Innovation (idea and concept testing) and NPD Research
- Pricing and conjoint studies
- Product and packaging testing
- Customer satisfaction and Loyalty measurement
- Audience measurement

Edward has also carried out research in various sectors. These are FMCG, financial, automotive, media and IT/Telecommunications. Specifically, Edward has run numerous projects on market segmentation in the financial, telecommunications and media industries in Kenya and other East Africa markets.

His Educational Background

Edward holds a Bachelors of Arts in Geography (1st Class Honors) from the University of Nairobi and an ongoing Masters of Arts degree in the same institution. He holds an Associate Instructor Certificate from Strathmore Business School. He has also been invited as a guest lecturer for the USIU Executive MBA program in 2013 and 2014.

His Passion

Edward is very much interested in ensuring that clients get superior insights from research and are able integrate the findings into the organizations' strategies to stimulate growth and increase market share.

Wanjiru Muchiri – Senior Research Manager, IPSOS Kenya



Her Professional Background

Wanjiru Muchiri is a Market Researcher with 7+ years' experience in quantitative and qualitative methodologies, and specialization in brand and communications research. She is currently a Senior Research Manager heading IPSOS ASI (Advertising Solutions and Insights), the department that specializes in communication and brand research.

Her Educational Background

Wanjiru holds a Bachelor's Degree in Sociology from Catholic University of East Africa, and a Master's degree in Communication Studies from the University of Nairobi. She also has a certificate in Applied Research from the Steadman Centre for Applied Research in collaboration with the Strathmore Business School, as well as various research certifications from MSRA (Market and Social Research Association).

Her Passion

Wanjiru is very passionate about brands in various categories and keen especially on how brands grow and the role that communication has in this. She does this by utilizing research to provide strategic direction to brands. She has been able to demonstrate this passion through research projects for various categories/brands through idea and copy testing and screening of advertisements both at early stages of ad development and right before launch. Besides this, Wanjiru has run quite a number of brand and communication tracking research projects.

Lenny Ng'ang'a – Regional CEO, Saracen Media



His Professional Background

Lenny's career in advertising and communications has spanned 22 years, starting at Ogilvy & Mather as a media planner, thereafter he moved to McCann Erickson and founded Universal McCann with responsibility for creating and executing communications and media plans across 39 countries in Africa. Lenny left Universal McCann in 2003 to co-found Saracen Media where he is now the regional CEO overseeing operations in East and Central Africa.

Lenny has worked across most African countries with the exception of the Maghreb.

He is also the Chairman of the Kenya Audience Research Foundation (KARF) oversight committee, and the Chairman of the Association of Practitioners in Advertising.

His Educational Background

A bachelor's degree in Political Science and Philosophy from the University of Nairobi was the foundation for a lifelong pursuit of knowledge in the media industry, with training in the discipline in the UK, Czech Republic, Hungary, South Africa, and the USA. He also holds a diploma in Leadership from the Center for Creative Leadership.

His Passion

Lenny's current passion is all about developing data driven marketing decisions in Africa, and collaboratively building models that measure return on advertising investment.

Through his career he has always focused on understanding the dynamics of media consumption, advertising message receptivity, and effects on brands.

Martin Kiarie – CEO, Bean Interactive



His Professional Background

Martin is a tech-preneur, the founder and current CEO of Bean Interactive which has been in operation for the past 6 years. Bean Interactive boasts of clients the likes of UAP, Cadbury, PZ Cussons, Google, NIC Bank, CBA Bank, Huawei, Microsoft, Lotto and Safaricom.

His Educational Background

Martin graduated from the University of West of England with a first class honors in a Bachelor of Science in Computing and Information Systems.

His Passion

Martin is interested in seeing economic growth in Kenya which led him back home after he attained his degree. His business goals are to build an African success story that provides value to its employees, consumers, clients and society plus sets a global standard of African ingenuity. Martin is a firm believer that the digital marketing industry will not only disrupt the marketing space but will also disrupt business models as brands strive to add value to the consumer.

Susan Makau Makobu – Managing Director, International School of Advertising



Her Professional Background

Susan is a seasoned professional in Marketing and Advertising. She has 20 years' experience in building local, regional and global brands, cutting across service, B2B, FMCG, NGO and parastatal sectors. During her tenure she held various leadership positions in Advertising. She is currently the MD of the International School of Advertising Africa (ISA).

Her Educational Background

Susan holds a Bachelors of Education in Business Studies and Economics from Kenyatta University and a Masters in Strategy and Marketing from Nairobi University. She also holds an executive training qualification in Management Development from Strathmore Business School and Advanced Leadership from China Europe International Business School (CEIBS). She is also a chartered marketer with the Chartered Institute of Marketing (UK).

Her Passion

Susan is committed to continuous improvement in the fields of advertising and marketing. Susan's passion for professional development is demonstrated in the roles she has held in industry including heading the training committee of the Marketing Society of Kenya (MSK), and more recently secretary and head of training committee in the Advertising Practitioners Association (APA) between 2009 and 2013.

Emmah Ngugi-Wanyoike – Senior Manager, IPSOS



Her Professional Background

Emmah's professional background has been in communication and advertising having worked with different corporates, NGOs and advertising agencies in monitoring and evaluation of their communication and advertising strategies. She is currently a Senior Manager at IPSOS.

Her Educational Background

2014 to date Bachelor of Commerce (Marketing)
Marketing and communication (CIM) Higher Diploma
Market and Social Research (MSRA)
Kenya Institute of Management – Diploma in Public Relations
Kenya Institute of Management – Advance Management
British Council School - Communication and Customer Service
British Council School – English Language Cambridge University

Her Passion

Marketing, media evaluation both in advertising and public relations. Loves working with the clients setting their Kenya Performance Indicators and evaluation their achievement and gaps. Having worked with Coca-Cola, Bamburi among other in setting their goals and be able to track the achievement year on year. Analytics in the media is my passion.