

Rose Kimotho joins the Board of Young & Rubicam Brands

By [Carole Kimutai](#)

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Young and Rubicam Brands has announced that Rose Kimotho has agreed to join the Board of the company.



Rose Kimotho

Rose is the managing director and founder of Regional Reach Limited, a media company that operated community televisions and video sets in Kenya's rural centers for free public viewing from 1994 to 1998.

The company launched Kameme 101.1 FM, a local language station in 1999 and K24 - the first 24-hour news and information television channel in Kenya, in 2007. She sold the majority shareholding in both stations in 2010. Prior to setting up Regional Reach in 1994, Rose was general manager and member of the Board of Directors of McCann-Erickson (K) Ltd. She began her career as a copywriter at Ogilvy & Mather.

While making the announcement, Young & Rubicam Brands founder and chairman Vernon Ayton said, "Rose has always been a leading figure in the Kenyan advertising and media scene, and has demonstrated her strong business acumen in starting several successful businesses. We have always held her in the highest respect for her professionalism and integrity. I am sure that she will add fresh opinions and more good business sense to our Board."

Rose is past chairman of the Marketing Society of Kenya and past chairman of the Media Owners Association. She is a board member of Stanbic Bank (K) Ltd, Population Services International (PSI) and The Nairobi Hospital.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at [@CaroleKimutai](#).

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