

Celia Collins Pamro Achiever of the Year

Celia Collins, director of Starcom Africa, has been honoured with the 2007 PAMRO Achiever of the Year Award. This accolade was announced at the recent PAMRO All African Media Research Conference, held at Club Makokola on Lake Malawi.



Celia Collins, director of
StarcomAfrica

Introduced in 2006 and sponsored by Plus 94, PAMRO's Achiever of the Year Award seeks to recognise an individual who has made a considerable contribution to advancing research in Africa during the past year.

Tendai Kadenhe-Mhizha of IG Enterprise was the first recipient of this award in recognition of her work on the Pan African LSMs and her role as chair of the Harmonisation Committee. This year, Collins was recognised for the role she played in helping to advance the Harmonisation questionnaire and participation in various areas' of PAMRO.

"This award was totally unexpected," comments Collins. "Our achievements are a group effort. I worked with a wonderful team of people and I thank them all for their contributions."

For more, visit: <https://www.bizcommunity.com>