

#LetsTalkDigital: The Looking Glass Into Big Trends Impacting Marketing In 2022 with Musa Kalenga

Marketers face a landscape disrupted by a pandemic, new business models, new applications of tech, and the fallout of regulatory changes. As we prepare for 2022, we need to lead with insights and have a proper plan of action to drive growth and enhanced customer experience which is the ultimate end goal.

Musa Kalenga, chief future officer of the House of Brave is the guest for this episode. Kalenga author of Ladders and Trampolines, marketer, brand communication specialist, writer and entrepreneur. He is the former head of digital marketing for Nedbank and client partner for Facebook Africa. His passion is changing the communities we live in, African emerging markets and inspiring the youth through technology.

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