

New MMA East Africa Council co-chair appointed

LONDON: The Mobile Marketing Association (MMA) yesterday, 22 February 2011, announced the appointment of Chris Kirubi as co-chairman of the newly established MMA East Africa Council. Kirubi will join Frank Mania, CEO of PHD, a Saracen media agency, as joint chairman.



Kirubi is a leading Kenyan entrepreneur who has interests in various sectors of the economy, ranging from media to real estate, manufacturing, insurance and more. He is a well-established and recognised media owner as chairman of the Capital Group; a media firm comprising of a radio station, 98.4 Capital Fm, Capital Digital Media and a TV station, Capital Broadcasting Corporation (CBC). CBC had, until recently, partnered with CNBC Africa to provide news on a free-to-air basis in Kenya and the region. Additionally, the group is making a large footprint in the digital media world with the Capital Fm website being ranked second in Kenya according to the web information company Alexa.

Kirubi career record

Kirubi is a graduate of both the Harvard Business School, US and the INSEAD Institute in France. He has previously worked with two African governments; in Kenya, as a member of the National Economic and Social Council, and in Ghana, not only as the Ghanaian consul general in Kenya, but also as a board member of the Investors' Advisory Council Ghana. In recognition of his exemplary contributions to positive change in society, he has received two awards; Elder of the Burning Spear of the Republic of Kenya (1999) and the National Order of Merit medal from the French Government (2004).

Commenting on the appointment, Kirubi stated: "The mobile marketing industry in Kenya has been characterised by great innovation. However, I believe that what we have accomplished so far is a fraction of the potential that exists to revolutionise marketing in this region. I feel very honoured to be a co-chairman of the council and look forward to the launch here in Kenya in March."

Highlighting importance of mobile marketing in East Africa

"The MMA is delighted to announce the appointment of such a respected business figure as Chris Kirubi to the new Council," said Paul Berney, MMA CMO and MD for Europe, the Middle East and Africa. "The council is set to play an important role in bringing together the marketing and business communities and growing the importance of mobile marketing in East Africa. We have already seen many creative and successful mobile marketing campaigns come out of this region and the MMA looks forward to providing further support and structure to the industry."

MMA East Africa has been established by the MMA in order to drive the future development of mobile marketing in East Africa. The council will officially be launched during the Mobile Marketing Summit on 8 March 2011, part of a series of events organised by the MMA for professional marketers taking place in Nairobi.

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