

Looking to female business inspiration across the continent - 11 Aug 2015

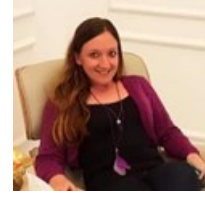
BY [LEIGH ANDREWS](#)

When [marketing to millennials](#), it helps to remember that they're 'self-centred', so you'll do well sticking to selfies, hashtags and retweets when your brand looks to appeal to this target market, writes Michele Warbreck.

Something sure to appeal to that market, Mohammed Awal writes about the [app developer challenge](#) launched by Airtel in Ghana, designed to encourage start-up developers to build locally but internationally appealing and relevant apps. It's a five-month challenge that reaffirms the company's belief in empowering people.

Then, still on the topic of empowerment and as part of our #WomensMonth [special feature](#), Beverley Klein looks at [#WomenInBiz] [making waves across Africa](#) and breaking through the gender barriers to become visionaries, leaders and an inspiration for young women all over the world - find out more about Isis Nyongo and Ory Okolloh from Kenya, as well as Folake Folarin-Coker and Adenike Ogunlesi of Nigeria. An inspiring read, this Women's Month...

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 13 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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