

Mobile, connected Africa - 29 Feb 2016

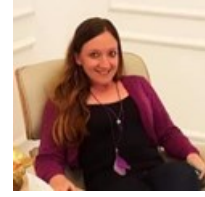
BY LEIGH ANDREWS

There's no denying we're in the age of disruption. That's why Ngugi Mungai says not to wait for another [Uber to drive you out](#) of the market - while the digital revolution has left many casualties along the way, it's also created huge opportunities for growth, particularly in the realm of mobile business.

Keeping mobile front and centre, Ericsson's recent Africa Night event took this a step further by discussing the establishment of [smart cities](#) as part of the process of developing a connected Africa.

As responsive design and visual content is set to play a major part in the mobile business future, Charles Mburugu shares guidelines for using images in blog posts. These include making sure your images are optimised for search engines and users alike, as well as using images of real people rather than generic stock images - [here's why...](#)

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.

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