

Kantar appoints Ndeye Diagne as chief strategy and transformation officer, MEA & Türkiye

Kantar has appointed Ndeye Diagne as its new chief strategy and transformation officer, for the Middle East, Africa & Türkiye (MEA&T), effective 1 March 2026. Her appointment comes at a time when brands across the region are rethinking how intelligence, technology and human insight work together to drive growth in an increasingly AI-shaped marketing landscape.

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In her new role, Ndeye will lead regional strategic initiatives focused on helping clients unlock greater value from data, technology and intelligence – enabling faster decision making and sharper strategic direction.

A strategic leader for an AI-enabled future

Ndeye's remit includes elevating strategic engagement, so client conversations move beyond solutions to measurable business impact; accelerating AI-driven insight delivery to make intelligence faster, simpler and more connected; and strengthening Kantar's client-centric approach across markets as brands adapt to increasingly AI-enabled decision making.

As the industry enters a period of rapid technological change, with data quality and intelligent decision making becoming critical sources of competitive advantage, Ndeye's role will help brands unlock the full value of Kantar's decades of trusted, permissioned and category-deep data assets.

Ndeye is internationally recognised for her contribution to the insights and marketing industry. She has served as a Cannes Lions Juror, and is a three-time Insights250 Award recipient, an honour presented by Esomar, recognising the world's leading marketing and insights professionals.

She is also widely known as the architect of Africa Life, Kantar's flagship study decoding the social, cultural and commercial forces shaping modern Africa.

Her experience leading West, East and Central Africa, combined with her time in France, has given her a diverse perspective that will be invaluable to brands navigating complexity and growth across MEA&T.

Adeola Tejumola, executive managing director for MEA&T at Kantar, said: *“This is a moment of significant evolution for our business. Ndeye brings a rare blend of strategic clarity, commercial sharpness, and storytelling strength, exactly what our clients need as the industry shifts toward faster, tech-enabled, insight-led growth.”*

Ndeye Diagne added: *“I’m excited to return to a region I deeply care about. MEA&T is at the centre of some of the most dynamic consumer and business transformation happening today. I’m looking forward to working closely with our teams and clients to unlock new value through sharpened strategy, data, technology and meaningful insight.”*

Her appointment underscores Kantar’s commitment to delivering deeper intelligence, accelerated delivery and stronger commercial partnership as the region enters a new era of growth.

About Kantar

[Kantar](#) is the world’s leading marketing data and analytics business. We deliver the intelligence needed to power brand growth.

We provide the signals that help organisations act quickly and confidently. We empower brands to make effective marketing decisions based on predictive evidence. And we help them craft powerful growth strategies rooted in the connection between consumers, brands and enterprise value.

All this is powered by our uniquely robust human and synthetic data, our unrivalled IP, our AI-native platform and the team of global brand experts that bring this all together.

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