

## PictureWorks CEO to tip East Africans on innovative leadership

Don Strickland, an innovator of digital imaging and multimedia services for mobile, and internet services is scheduled to tip business managers about innovative leadership at The Monitor Thought Leaders Forum set to take place in Uganda on 14 November 2011.

 By [Walter Wafula](#) 24 Oct 2011

Strickland, former Apple Inc and Kodak vice president and current CEO of PictureWorks Technology, a developer of new technologies in emerging field of digital PC photography, will be in Kampala as the keynote speaker at the Forum that will draw business executives from across East Africa, according to Br Mukisa, the marketing manager of Monitor Publications Limited, the company behind the Forum.

### "A new leadership style for times of change"

Strickland, a pioneer of Web 2.0 Technologies, will lecture the participants on the theme, "A new leadership style for times of change". The conference targets top level, middle class managers and social entrepreneurs.

"He brings on hands-on experience in terms of the current business environment where you need leaders speak up and take bold steps at a time where there's need for leadership," Mukisa said.

Strickland's invitation was inspired by his ability to demonstrate the right leadership style that drives positive change in companies like PictureWorks and Pixi. PictureWorks, founded in 1994 has become a leading provider of desktop imaging software solutions, according to Celebrity Speakers Associates, a UK-based global bureau for influential people.

The UK based firm is said to enjoy over 50% of the global market share for digital camera software. Its leadership has been most evident among the growing number of businesses that depend on the availability and use of images for their own future growth.

Mukisa added that the upcoming Forum is part of *Daily Monitor's* efforts to stand out from the crowd as an intelligent newspaper.

"We want to position *Daily Monitor* as a thinking newspaper for businesses and also one that builds content around innovative leadership," Mukisa remarked.

*Daily Monitor* is a flagship brand of the MPL and is the most widely read independent daily newspaper in Uganda. However, the government owned *New Vision* and *Bukedde*, its sister vernacular newspaper lead circulation. According to Mukisa, The Forum is set to become an annual event.

### Reserve your seat

Reserve your seat by contacting Charity at [thoughtleaders@ug.nationmedia.com](mailto:thoughtleaders@ug.nationmedia.com) or on +256782401303. The entry fee is UGX350 000 (inclusive of VAT) and 10% discount for members. Tickets are available at Kampala Serena Hotel, Monitor Advertising Centre and ACCA offices and registration closes on Friday

28th October 2011.

## ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.  
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