



# Ogilvy Kenya Board announces leadership change

By Carole Kimutai: @CaroleKimutai

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The Board of Ogilvy Kenya has reviewed its senior management structure and dropped the position of group chief executive officer following the [resignation of Koome Mwambia](#) who until February 2012 held that position.



In a statement, the board said under the new structure, Maurice Korir who previously served as the group finance director will take up a new role as chief operating officer to coordinate the business function for the Ogilvy Kenya Group.

Ogilvy Kenya Board chairman, Bharat Thakrar said the board had taken the decision not to maintain the group CEO position since it had considered the current Ogilvy Kenya management team as consisting of strong business leaders capable of driving growth and expansion for their independent business units.

"I have full confidence in the capability of the current Ogilvy Kenya senior management team to provide strategic support for all the Ogilvy Kenya clients and to drive growth and expansion for the group now and in future," said Thakrar.

Other senior management roles remain unchanged. Gil Kemami will continue to serve as managing director of Ogilvy Advertising while Okoth Obado will continue to serve as the managing director of Ogilvy Public Relations. Similarly, George Ojing will continue to serve as managing director of BluePrint Marketing with Neema Wamai maintaining her current role as director of Media Investments Division. The position of Jon Quail as executive creative director of Ogilvy Advertising remains unchanged. So is the position of Olivia Kimani as creative director of BluePrint Marketing.

## ABOUT CAROLE KIMUTAI: @CAROLEKIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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