

## Maina Kariuki joins 8 Brand Kenya

8 Brand Kenya has announced that former Coca-Cola executive, Maina Kariuki has joined the board as a shareholder. Kariuki brings with him extensive experience and business acumen accumulated through over 30 years of diverse exposure to both public and private sector markets.



Maina was involved with the Coca-Cola Company for over 15 years giving him insight and first hand experience into business in 30 countries throughout Africa. In the public sector he served in various key ministries as deputy secretary (finance and administration) and was the managing commissioner of the Kenyan Meat Commission.

Further to this he has been involved in football in Kenya as the Chairman of the Football Federation from 2001-2006, whilst concurrently serving on FIFA's marketing committee.

His successful career has been built upon solid building blocks with a Bachelor of Science (Marketing and Management) from California State University and an MBA from the University of California. Kariuki rounded this off with an Advanced Diploma in Public Relations from London Institute of Mass Communication.

8 Brand has established itself as a specialist agency that provides branding, TTL marketing communication, strategy and design. 8 Brand has experience within the cellular market, as well as comprehensive experience in delivering projects on the African continent.