



**REDHOUSE
GROUP**

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Esther Ngomeli named Chief Operating Officer & Deputy Chief Executive

Nairobi 5th November 2017.... Redhouse Group has announced the creation of the position of Chief Operating Officer and appointed Ms. Esther Ngomeli to the senior role. Esther, who serves as Managing Director to one of the Group's Divisions (BBDO Mediaedge), will also double up as the Group's Deputy Chief Executive Officer.

Company Chairman Anthony Wahome said the new role is a deliberate step towards consolidating the Commercial, Operations and Finance functions of the organization, in light of the critical role they play in enhancing operational efficiency as well as optimization of new and emerging revenue pipelines. The role is also intended to mirror structures of its global partners, BBDO and TBWA (Omnicom Group Companies).

In her new role, and whilst retaining her current position of Managing Director of BBDO Mediaedge, Esther assumes responsibility of the Group's Commercial, Financial and Administration Services, as well as Operations. In an internal memo circulated to the Group's 100 plus local employees and network partners, Wahome said that the fast changing dynamics of business globally demand that great work and world-class client engagement must go hand in hand with an equally robust operational infrastructure. It is the only route for companies to achieve client, employee and shareholder value; being integrated, innovative and seamlessly efficient.

Congratulating Esther on her new appointment, Redhouse Group Chief Executive Officer, Koome Mwambia, termed Esther's elevation a key milestone to the business and an acknowledgement of her entrepreneurial astuteness, not just as founder of BBDO Mediaedge and Redhouse Group, but also as a leading woman professional in the advertising industry.

Esther founded Mediaedge Interactive some 17 years ago, navigating the start-up through the rough terrain that

is the advertising industry. She transformed the company over the years, earning it a place at the table of Kenya's Top 100 Middle-sized Companies 2009/10 (Business Daily / KPMG) as it gradually grew into a globally affiliated brand, an award winning creative agency and the anchor division of East Africa's fastest growing Integrated Communications Company – Redhouse Group.

BBDO Mediaedge was the second most awarded agency at the 2016 APA Awards, carting away a total of 10 awards in various categories. It was the only Kenyan agency to collect a Grand Prix Loerie and also bagged a Gold and Silver at the 2016 Loeries Awards held in Durban, South Africa.

Redhouse Group is home to 4 of Omnicom's global licences, TBWA Worldwide, BBDO, Magna Carta / Ketchum and Digital Arts Network (DAN). The Redhouse Group operation in Kenya has some 118 employees, supporting 100 plus clients.

Esther Ngomeli is a Fellow of the Chartered Institute of Marketing (FCIM) and a holder of an MBA from the University of Leicester, School of Management, UK.

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