

## Redhouse Group beefs up Media Edge PR team; as prolific communications specialist Maureen Sande joins the agency



*Redhouse Group CEO Koome Mwambia (left) flanked by Media Edge PR General Manager Alfred Ng'ang'a (center) symbolically present the agency key to incoming Media Edge PR Partner Ms. Maureen Sande (right) who has been tapped as part of the firm's Senior Leadership development strategy.*

**Fast-growing integrated communications services provider, Redhouse Group, has recruited one of Kenya's most prolific corporate communications specialists as part of its senior leadership and business drive plan.**

Barely, two years into operation, Media Edge Public Relations one of the group agencies at Redhouse has moved to tap Ms. Maureen Sande, the immediate former Chief Corporate Communications officer at Telkom Kenya in a Partner role alongside founding General Manager Alfred Ng'ang'a.

Confirming the engagement of Ms Sande, Redhouse Group CEO Koome Mwambia disclosed that the firm's senior talent acquisition program, in high gear over the last eight months, was nearing its peak.

Redhouse Group hosts five independent communication companies; Media Edge Interactive, Media Edge PR, Redhouse Advertising, Redhouse PR and Redhouse Media with service lines spanning across the total Integrated Marketing category of Advertising, PR, Media Planning, Event Planning and Digital Marketing. Buoyed by a US\$ 5million investment and expanded revenues, the group has, in the last seven months, maintained a bullish outlook with new client acquisition drive; averaging three new account wins per month, under a strong mix of professional and support force currently nearing 70 employees.

*"At Redhouse Group, we are driven by the need to tap and retain the finest minds to resource tomorrow's marketing needs of our growing client category across sectors. We are equipping the practice specialties with the market's top talent with a view to delivering a dynamic world-class marketing practice," Mwambia said. And added: "In Ms Sande, I am confident we have secured one of Kenya's finest corporate communications strategists and professionals, a clear demonstration of this commitment."*

Prior to joining Redhouse Group, Sande's career in Communications and Public Relations spans over 12 years of strategic and operational practice working with brands and corporate corporations.

Beginning her journey with Ogilvy Public Relations, Sande went on to work with development institutions including the United Nations and World Bank Group, among other multinational corporations and government agencies.

She has played a leading role in developing and executing campaigns, fostering strategic alliances to support policy engagement as well as enabling issue-based discourse among interest groups with conflicting positions. Multinational experience has honed her versatility to coordinate and engage teams across countries and cultures for unified courses.

A believer in coaching and mentoring, Sande is passionate about helping individuals and teams to develop their capabilities in order to achieve high performance, accountability and a dependable work ethic.

Sande holds a Bachelor of Arts (Communication) degree from Daystar University (Kenya) and a Post Graduate Certificate in Leadership from the Gordon Institute of Business Science, University of Pretoria (South Africa). She is currently studying for her MSc (Strategy & Planning) at Edinburgh Business School.

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