



**REDHOUSE
GROUP**

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Gil Kemami named Managing Director of BBDO Media Edge.

Nairobi 22.11.2017.... Redhouse Group Limited has announced the appointment of Gil Kemami as Managing Director of its flagship Creative Agency BBDO Media Edge. The appointment comes after the recent elevation of the Agency's founding Managing Director, Esther Ngomeli to a group role of Chief Operating Officer and Deputy Chief Executive.

Making the announcement, Redhouse Kenya group head Koome Mwambia, termed it a privilege to reconnect and work in the same team with Gil. He hailed Gil's drive for value based approach to work, his unique skills to fire-up teams towards clear goals and his natural ability to build cross-cultural networks among business leaders and C-Suite executives beyond the confines of geography. "Gil is a genuine Pan-Africanist who integrates with ease across multiple geographies, forging a reputation of a reliable, trustworthy and Africa-first business leader. The board of Redhouse is excited at the opportunity of Gil joining our leadership team."

Gil is the region's most prolific advertising agency leader; with a career spanning over 15 years across Sub Sahara Africa, working for leading Pan-African communication agencies; FCB Advertising (SA), Ogilvy & Mather (Kenya and Ghana) and Exp Marketing (Nigeria). His immediate past role in the industry was Managing Director of Exp Marketing Nigeria, part of the largest Experiential Marketing Agency in Africa.

In Kenya, Gil is best remembered for his critical role as the turn-round leader who drove the transformation and commercial revival of then Ogilvy East Africa's flagship agency Ogilvy & Mather to become the group's most profitable company. Ogilvy was then key agency for the region's blue-chip companies – British American Tobacco (BAT), GSK, Barclays, Nation Media Group, Airtel and Telkom Kenya among other leading brands.

His stellar performance in Kenya earned him a regional assignment in Ghana in July 2012; founding and overseeing Ogilvy's ambitions in West Africa including Nigeria, Ivory Coast, Sierra Leone and Liberia.

Fluent in French, English a bit of Swahili, Gil is South African (with roots from Cameroon). He is an EXCO member of Experiential Marketing Association of Nigeria (EXMAN) in the capacity of Publicity Secretary, Consulting Advisor with the International School of Advertising (Kenya) and serves as a Non-Executive Director at e-Novate (a digital marketing operation) in Rwanda and Non-Executive Director of ZIN (a roofing manufacturing company) in Cameroon.

Gil holds various qualifications and is a graduate of the Advanced Management Program (AMP) from Strathmore / IESE Business School (Barcelona), Diplomas from Vega the Brand Communication School in Johannesburg and training certificates in Managing Managers for Results and Leadership from AMSCO and GIBBS.

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