

SPEAKERS**AMELIA RICHARDS****Account Director: Ask Afrika, SA**

Started her career in 1997 as a qualified research psychologist, completed her PhD in January 2006, after giving birth to a beautiful little boy in November 2005. She was privileged to work for multiple international market research suppliers e.g. Nielsen, IPSOS and MillwardBrown on research projects covering various industries.

She has published research papers on various media platforms both nationally and internationally. Currently she represents Ask Afrika in the role of account director designing customised research solutions to address the business needs of clients.

CHRISTOPHER O'HEARN**General Manager of Emirates Media Measurement Company, UAE**

Christopher O'Hearn is a professional project manager specializing in media. In 2016 he set up the consultancy 3M3A with partner Robert Ruud to provide independent advice and support to the audience measurement industry with a particular focus on emerging and developing regions.

Previously Christopher set up and ran the first large-scale electronic measurement system in the Arab world as General Manager of Emirates Media Measurement Company based in Dubai. Other projects include providing advice on media facilities, technology and strategy for the setup and launch of twofour54, the Abu Dhabi Media authority and project managing the launch for Abu Dhabi TV of the English Premier

League and rollout of an entire Pay TV platform.

Christopher has been involved in various management and production roles for Associated Press Television where he worked in London and New York. He has also worked for Sky News and Reuters in London and the Australian Broadcasting Corporation.

Christopher has a Masters degree in Project Management and is based in London where he lives with his wife, three children, two cats, a dog and bicycles too numerous to mention.

DANIEL CUENDE**CUENDE Infometrics S.A. - Co-Founder & Innovation Manager, Spain**

Studied Industrial Engineering at UAX University. In 1991, he co-founded CUENDE Infometrics with the goal to create innovative and efficient research methods. He has several well-known developments and patents in the research field.

ESOMAR representative from 2005 to 2013 and now part of the ESOMAR Disciplinary Committee.

Daniel Cuende is the technical manager for GEOMEX, the Out of Home Audience Measurement in Spain. He is also involved in research on the Australian, Pakistani and South African OoH audience system, and in ROUTE UK OoH audience system and participates in US MRC (Media Rating Council) Digital OOH Measurement Standards Working Committee.

Cuende is the head of the developing team for the OoH planning software for USA, Spain, South Africa, Pakistan and UK.

Daniel has been a regular speaker at ESOMAR & ARF International Conferences. He teaches MBA courses and classes at AEPE, University Antonio de Nebrija, CESMA, CEES, University Alfonso X, Univ. Complutense, AEDEMO, IIR, ICADE, Instituto de Empresa (IE) in Spain.

He is an active member of the ACM (Association of Computing Machinery) and SIGKDD (Special Interest Group on Knowledge Discovery in Data and Data Mining).

He has two kids, an important passion for technology and enjoys skiing.

HAYLEY U MAYAM**Media & Humanitarian Communications Analyst, Forcier Consulting, South Sudan**

Hayley Umayam is a media and humanitarian communications analyst who joined Forcier Consulting in 2014. Ms. Umayam has extensive experience designing studies and writing reports for clients such as Internews, among other international organisations. Her media-related analytical work includes analysing both qualitative and quantitative data for assessments and determining information needs to inform the development of media programmes across South Sudan. Ms. Umayam has also produced site-specific reports with recommendations to inform effective and appropriate media programming for internally displaced persons. Additional media-related analytical experience includes the development of a media sector-driven audience ratings system, audience profiling, and market assessments for

community radio stations such as Juba's Eye Radio.

Ms. Umayam's previous experience includes field research on women's rights in Morocco for UNESCO and community-based conflict resolution of civil rights issues with the U.S. Department of Justice's Community Relations Service. Ms. Umayam holds a BA in French and International Studies (with a concentration in Post-Colonial African Studies) from Humboldt State University and an MA in Peace and Justice Studies from the University of San Diego. She is a native English speaker, has working proficiency in French and elementary proficiency in Arabic and Tagalog.

JENNIE BECK**Global Director, Kantar Media, UK**

Jennie has been working in media research for nearly 40 years, with her first big role as Marketing Director of The Observer newspaper (where she also developed a taste for audience research!). She then ran her own consultancy before joining what is now Kantar. She works for both TNS and Kantar Media, building new media research solutions and new business across the world. She has a particular focus on Africa and now has a base in Johannesburg, working on the new BRC RAM and the ES in South Africa and with clients and TNS teams across the continent.

She was Chairman of the UK Market Research Society from 2003-5 and was elected a Fellow of the MRS in 2006.

JOE OTIN**President, PAMRO**

Joe Otin is the CEO of The Collective, an interactive ad agency in Kenya.

He is the Chairman of the Advertising Standards Board, the President of PAMRO (Pan African Media Research Organization), and a member of the oversight committee of KARF (Kenya Audience Research Foundation).

He is the Rotary International representative to the UNEP, and is the vice chairman of the Rotary International Communications Committee. He is the chief judge of the Public Relations Society of Kenya (PRSK) Excellence Awards, and the Marketing Society of Kenya (MSK) gala awards, he was granted the MSK Marketing Warrior Award in 2010, and has published several papers in local and international conferences, most recently on the subject of return-on-investment of advertising and social media marketing.

He writes a weekly column on marketing for the Business Daily newspaper in Kenya and he has 23 years experience in advertising, production and research.

LYN JONES

Marketing & Research Manager, JCDecaux Africa



A position that she held since August 2005. She manages and drives all aspects of Marketing from within the business throughout Africa.

Lyn has launched South Africa's OOH media measurement survey through the newly formed OOH JIC named the Out of Home Measurement Council (OMC) with Terry Murphy from Primedia Outdoor.

Lyn is a board member of AMASA (Advertising Media Association of South Africa), and is a participating workgroup member of PAMRO.

Lyn has extensive experience within the marketing, advertising and media sphere having held management positions in marketing, media and advertising agencies for (just over) 30 years.

MAGNUS ANSHELM

CEO, MMS, Sweden



He has spent more than 25 years as a media researcher in Scandinavia, being research director MEC, Initiative Media and Universal McCann for several years. The recent ten years he has been the CEO for different media research institutes. Since 2012 he has been the CEO for MMS, the TV and Online TV JIC in Sweden.

He received Tony Twyman Award for the best paper at ASI APAC in Singapore in May, telling the story about how MMS are building the total TV currency including all screens for the Swedish market.

He has one adult daughter who loves media and music, and one teenage son who is a football lover. They share these interests with their father. He is tweeting on @MediaAnshelm and is active on Facebook, but not Instagram.

MAX RICHMAN

Data Scientist, GeoPoll, USA



He leads research and development of the GeoPoll platform. He also oversees the methodological design and technical implementation of panel surveys being conducted worldwide. Max's background includes seven years of experience monitoring, evaluating, and communicating international development impact for organizations such as the U.S. Department of State, the Gates Foundation, USAID, and ASEAN. His love for beautiful data comes from previously building a mapping & innovation team at USAID, honed during his masters in Research Methods from the London School of Economics, and scaling as he turns to building software for international development research. He also has a BA in International Affairs from the George Washington University.

MILTON TSHABALALA**Commercial Director, Nielsen Media, SA**

Milton Tshabalala currently serves as the head of Nielsen's Watch/Media business in South Africa, leading the team responsible for all client service and commercial strategy of the Advertising Information Services (AIS), Arianna and Clear Decisions solutions. He brings more 15 years media experience, having held various leadership positions in the AIS business and Nielsen Online measurement, with a proven track record in execution and engagement.

He holds an IMM degree in Marketing, MDP from Stellenbosch University and a Professional Diploma in Digital Marketing from the Digital Marketing Institute. He currently lives in Johannesburg, South Africa.

MLULEKI NCUBE**Chief Executive Officer - Quest Research Services, SA**

Mluleki Ncube has significant experience in general marketing, media audience research and in using AMPS, TAMS and RAMS databases. He gained most of his hands on experienced in marketing and media audience research when he worked for the South African Advertising Research Foundation (SAARF). Mr Ncube was employed by SAARF as Technical Support Executive from October 2000 until February 2005 when he was appointed CEO at Quest Research Services.

Mluleki holds an MBA in strategic management (Thames Valley University), is a Chartered Marketer (CM)SA, and was a part-time lecturer in marketing research at the AAA school of advertising from 2002 to 2006. He has travelled to countries such as Kenya, Ghana, Mauritius, Cameroon, Malawi, Nigeria, Tanzania, Zanzibar and Zimbabwe coordinating the Pan African Media Research Organisation (PAMRO).

He has presented a number of papers in international and local conferences. His papers include the following: "The changing South African Landscape" presented at the SAMRA Convention in May 2003 in Gaborone, Botswana. "The Flooding Radio Audience Research Methodology", presented at the PAMRO conference in August 2004 in Douala.

MOLEMO MOAHLOLI**Managing Director, GfK Consumer Choices, SA**

Strong pan-African heritage, fluent in French, and an Afro-enthusiast. He holds an MBA from the University of Pretoria's Gordon Institute of Business Science (GIBS).

14 years research experience with GfK South Africa, further specialised in retail with Pick'n Pay and Daymon Worldwide Inc. for a brief period. Respected thought leader on the subject matters of retail, technology and consumer trends – has presented at various conference across the continent.

Participated in numerous innovation initiatives such as the Total Store Reporting, and seasoned in business development. Was one of the pioneers of GfK's expansion into the rest of Sub-Sahara Africa where he helped setup the business in East Africa, as prior country manager for Uganda, Mozambique, and Angola, as well as did extensive market feasibility studies in Ethiopia, Zambia, Botswana, Namibia, and Indian Ocean Islands.

He is currently joint-Managing Director of GfK South Africa, also in-charge of developing a Sub-Sahara Africa media division. He is a member of the South African Market Research Association (SAMRA) and the Institute of Directors in Southern Africa (IoDSA).

NEEMA WAMAI**Director for Media, IPSOS Sub-Saharan Africa**

An alumnus of Warwick Business School UK and Kenyatta University respectively, Neema Wamai has built a career in the media industry in Kenya spanning two decades. She has worked with organizations to develop and innovate newspaper brands in Kenya including, Taifa Leo, The Nairobiian, The Daily Nation's Saturday Magazine, and more recently, X News, Kenya's first free evening newspaper. Neema has also been an agency head at international advertising communication agencies, Y&R and Mindshare Kenya where she worked on local and global brands to help them grow market share through effective communication and innovative media strategies.

In 2008 Neema was nominated as one of Kenya's top 40 under 40 women business leaders by the Business Daily Newspaper. She was also a recipient of the Marketing Society of Kenya (MSK) warrior award in 2012.

As the Director for media at Ipsos Sub-Saharan Africa, Neema's role entails managing the link between the changing media landscape in Africa and client needs. She works to ensure that Ipsos clients are provided with the best in the cutting edge technology to enable them manage their communication strategies effectively.

ORESTI PATRICIOS**CEO, Ornicogroup, SA**

His business philosophy prioritises personalised premium services and a back-to-business approach that seeks to simplify the understanding of what can potentially be a confusing media channel.

An avid exponent of chaos theory (or so his employees claim) Oresti Patricios has long been on the cutting edge of the media and advertising industries. From a teenage entrepreneur pioneering wedding videos in the 1970's to doing his social media MBA at GIBS when Twitter was barely a twit he has always driven his vision of dominating African media and brand intelligence.

Founding OrnicoGroup in 1984, Oresti now fronts an organisation of more than 180 dedicated individuals that services the top 300 local advertisers – either directly or through their agencies – and various other private and governmental clients. He is also chairman of SAMMA (SA Media monitoring and measurement association) and stands on the Exco of FIBEP.(International Media Intelligence Association)

Opening offices in Nigeria in 2010 was a milestone - the first in a major African expansion plan for OrnicoGroup to standardize media and brand measurement taxonomies across the continent.

PHILIP OKULLO**IPSOS Country President – Ghana**

Philip Okullo is a seasoned market researcher who has worked in the research industry in both East and West Africa for over 8 years.

Currently based in Ghana and overseeing media and advertising research for Ipsos in the West African region, Philip has been instrumental in the use and appreciation of media research data in the markets he oversees.

In 2009 he championed the re-launch of audience measurement tracking in Ghana which to date is currently running and is in many ways the currency in the market.

With the Digital Switch Over (DSO) imminent in many countries in West Africa most notably Ghana and Nigeria, Philip is involved in many high level discussions with relevant stakeholders in both countries to ensure that cutting edge technology will be at the heart of audience measurement solutions post the DSO.

Philip is also currently the Country Head of Ipsos in Ghana. Under his stewardship, Ipsos is now a leading ISO Certified market research agency in the country.

Philip holds a Bachelor of Arts degree from the University of Nairobi.

PETER SEARLL

Managing Partner at Dashboard Marketing Intelligence



After completing his BBusSci (Hons), he was a research clerk at Graduate School of Business (UCT). He has lectured in Research, Consumer Behaviour and Statistics, and conducted many training sessions for advanced market research techniques.

Peter has 20+ years of marketing research experience, (including Technical Director at Research International). He started Dashboard with the aim of using technology to shorten research turn-around and lower costs. Peter is an award winning pioneer of mobile based market research in Southern Africa, and has served as Cape chairman SAMRA. He is passionate about Africa and the power of insight to add benefit to consumers and business.

MAJOR TIKIWA

Operations Director - Multimedia Zimbabwe & Chairman Zimbabwe Advertising Research Foundation, Zimbabwe



A business graduate from the University of Zimbabwe, he has vast experience in marketing, media and public relations with a cross section of diverse companies across Africa.

He is a director with a number of organizations including The Zimbabwe Media Council. He is a member of professional bodies like Markets Association of Zimbabwe; Pan African Media Research Organization (PAMRO); Zimbabwe Institute of Directors, Public Relations Association of Zimbabwe.

He has been involved with regional advertising and PR in Zimbabwe, Zambia, Malawi, Botswana, Mozambique and South Africa.

RAZVAN CHELARU

Marketing Sciences Leader, IPSOS, Switzerland



Sociologist and Political Scientist with more than 25 years of experience in Social and Political Research, Marketing Research and Media Studies with main expertise in research design and methodologies, data mining, research analytics and statistical modeling.

In his current professional position as Marketing Sciences Leader of IPSOS Switzerland in Geneva he is providing support and research consultancy for international Business Units like P&G, JTI, Nestle, CPW, in a wide range of market research studies like Brand Health Tracking, InnoQuest, MarketQuest and Digital Immersion.

As a global IPSOS expert he is contributor and co-author of IPSOS Encyclopedia.

SAMKELISIWE MAKHATHINI
Commercial Manager, Nielsen



Samu joined Nielsen just over two months ago as the Commercial Manager for Ad Intel and Digital Ad Ratings. Prior to joining Nielsen, she worked for Spark Media (a Division of Caxton CTP) as first a Marketing Services Manager and then a Research and Insights Manager, during which time she headed, managed and launched the biggest urban level consumer study in South Africa. This was after leaving ADS24 where she worked as a Research Project Manager.

She is a part-time lecturer for the Honours in Strategic Brand Communication at the Vega School of Brand Leadership and recently completed her Master in Commerce Degree with a thesis focused on digital media planning.

Samu's career started in media started in 2008 with Nielsen when she joined as a Client Services Executive of Adex and soon after she joined Nielsen Online as a Country Manager servicing the DMMA (now IAB) and its members. Samu has served as an active what is now known as the Print Research Council from 2010-June 2016, an organization that acts as a custodian for South African Print Media research.

SETSHWANO SETSHOGO
Research Director, BRC SA (Broadcast Research Council South Africa)



Setshwano has been involved in the media, advertising and research industry for the past 20 years. In the past 20 years, Setshwano has gained a full 360 degree experience in the Media Industry from Client point of view, Media Agency point of view, Media Owner point of view and a Strategic consultant point of view. An intimate knowledge of Media platforms, Media business intelligence and Media Sales Intelligence.

She spent 5½ years in broadcasting at the SABC and DSTV. At DSTV she was involved in market Intelligence information for sales and determining sales structures and was involved in the growth and development of the DSTV channels launching in to the industry. At the SABC it was managing TV Intelligence of the SABC and communicating the Power of the SABC. The rest of the years have been as Media managers' role in Cellular and Alcohol industry, Business Unit director in Media Agencies across FMCG and Banking clients and Media strategy consultancy.

Setshwano is currently the Research Director of BRC SA. Managing the Television, Audience Measurement, the release of the new BRC Radio Audience Measurement and the release of the new Establishment Survey.

WAIHERA KABIRU
Digital Marketing Manager, Coca-Cola, Southern and East Africa



Waithera joined Coca-Cola in 2012, where, as part of the Integrated Marketing Communications team, she leads digital – content and connections for 40 countries and multiple brands in Sub-Saharan Africa. Some of the campaigns she has worked on include, A Billion Reasons to Believe in Africa, Coke Studio Africa and Share a Coke.

Prior to joining Coca-Cola, Waithera headed the digital division of 98.4 Capital FM Kenya, where she was instrumental in establishing the radio station's mobile and social platforms, and managing a cross-functional team that published local and

international content.

Waithera started her career in 1998 at AT&T Corporation (Atlanta, USA), in the Consumer Markets Division. She holds a Bachelor of Arts degree from Clark University, Worcester, Massachusetts, and an

MBA in International Business Management, from the American Intercontinental University, Atlanta, Georgia.

Waithera is based in Nairobi, where she lives with her husband and three sons.

Twitter: @waitherakabiru

WERNER NEVEN

Research Director, Deutsche Welle



Since 2006 Werner Neven serves as Research Director at Germany's international broadcaster, Deutsche Welle (DW) in Bonn. He has 30 years of experience in international media beginning as a radio editor and producer.

Based on DW's legal obligation to evaluate all journalistic offerings for radio, television and internet, Werner was charged with developing a team of market and media researchers making research a fundamental part of all strategic planning at DW.

He serves on the Board of CIBAR, Conference of International Broadcasters' Audience Researchers. CIBAR brings together those working in audience and media research within or on behalf of international public service broadcasters.

Werner is a graduate of the University of Bonn in English literature and linguistics.

CHAIRS

BIODUN AGBAJE

MD/CEO, SIGNA Plus Limited, Nigeria



Has an uncommon outstanding all-round research career in – Data Collection, Data Processing through to Analysis & Reporting and advertising spanning more than 15 years across West Africa.

His work experience spans:

Market Research Consultancy Ltd (Lagos & Ghana) where he rose to become Head of Field Operation; Head of Data Processing and Head of Media Research Strategic Business Unit.

Research Fountain Limited, Lagos (as a consultant from MRC)

Panafields Limited – Ghana (as a consultant from MRC)

Senior Manager (Operations) MRC Ghana

He was Head, Research & Innovation at Capital Media Ltd., until he left to focus on SIGNA PLUS. He is currently MD/CEO Signa Plus Limited – a research; media & innovative solution agency.

Biodun is a member of Advertising Practitioners Council of Nigeria (APCON) with considerable experience in the use of AMPS, TAMS and RAMS databases. He was in charge of Data Collection and Database preparation for Nigeria AMPS, TAMS & RAMS for many years.

JENNIFER DANIEL

Regional Director, Telmar Africa / Asia Pacific



Jennifer has been involved in the media, advertising and research industry for the past 3 decades. She has worked across print, radio, television and in the development of media research software in Africa and Asia Pacific.

She spent 15 years in broadcasting at the SABC and e.tv. At e.tv she headed up Strategy and Research and was involved in the growth and development of the channel from when it was a fledgling channel to its current position of being the second biggest television station in South Africa.

Jennifer is currently the Managing Director of Telmar Media Systems for Africa and Asia Pacific. Telmar provide specialised media research software for media planning analyses. They load 8000+ databases in over 100 countries.

Jennifer is currently the Executive Director of PAMRO and was the President of the organisation from 2009 – 2012. She is also a Full Member of SAMRA.

JOSIAH KIMANZI

Account Director, TNS RMS Nigeria



He is an Anthropologist graduate from the University of Nairobi. He has vast research experience across Africa over the last decade dealing with a diverse spectrum of Global and local clientele across various industries.

From Research International East Africa (now TNS RMS East Africa) to the Steadman Group (now Ipsos) and currently with TNS RMS Nigeria, Josiah remains an astute media research professional.

His stint at DDB CCL and Ogilvy & Mather Advertising ignited his passion for brand building and consumer interaction with various communication aspects.

Josiah is the President of the Pan African Media Research Organization (PAMRO) that oversees media research collaboration across 20+ African markets. He has conducted research in over 30 African countries and speaks regularly at PAMRO conferences.

Josiah is a member of NiMRA (Nigerian Market Research Association) and currently a Senior Account Director with TNS RMS Nigeria.

SIFISO FALALA

CEO, Plus94 Research



Sifiso Falala heads the largest independent, South African and black owned research company in the country. With more than 25 years' experience as a renowned researcher and CEO, he ensures that a quality driven process is implemented and sound statistical methodologies are used to achieve actionable market research solutions. His dynamic and innovative approach is designed to gain a competitive edge in the market place and ensures that market research solutions are achieved through uncompromising professionalism, commitment and integrity.

Sifiso is a member of numerous business and industry associations. He is a former Chairman of the Southern African Marketing Research Association (SAMRA) and currently a member of the European Society for Market Research (ESOMAR). He is a seasoned writer for various media houses and has many thought provoking articles to his name. He has personally trained and mentored several celebrated researchers and continues to make meaningful contributions to his community and the market research industry at large.