

RECOGNITION

Top 25 Emerging Digital Player



Aastha Kanwar
Key Account Strategist and
Manager
Nexa

Been in the digital domain for over 8 years now and currently holds the position of Key Account Strategist and Manager with UAE's leading Digital agency, Nexa. A specialist when it comes to client service and aligning multiple stakeholders throughout digital projects to achieve common goals. My role allows me to work with account managers, internal and external teams to drive growth for clients and ensure they benefit from a fully-integrated approach, seamless execution and strategic marketing support. In my career I have been part of one of the biggest names in the market, some of the fortune 500 brands, including Toshiba, Amazon, Tata Group, Shell, The Berkeley Group, Audi and Bosch amongst many others with their digital strategies, marketing plans and lead generation strategy across GCC, Singapore, Europe, South Africa, India, & the US. I hold a Postgraduate degree in Marketing in addition to a B.Tech in Computer Science specializing in Artificial Intelligence and Real Time Systems. I am certified by Google as a Analytics Power user, and HubSpot for my inbound marketing skills.

Top 25 Emerging Digital Player



Ibanathi Ngcobo
Digital Marketing Manager
Africa Union Technologies

Dynamic and Experienced Digital Marketer skilled in Social Media Marketing, Paid Search, Display Media, Web Analytics, Digital/Social Media Insights Reporting, Emailer Campaigns, Brand Strategy and Copy Writing. I have experience in both Traditional and Digital Marketing in the Maritime, Trend and Consumer Insights, Hotel and Leisure and Food/Restaurant (FMCG) industries, working in large global multi-nationals such as McDonald's, Phillip Morris International and Grindrod Banking/Shipping.

Certified in Google AdWords, Google Analytics (GAIQ) and Digital Marketing. Expertise in all social media platforms (Facebook, YouTube, Instagram, Twitter and LinkedIn).

Top 25 Exceptional Digital Leader



Shigeto Miyamoto
Head of Digital Marketing
Bristol Myers Squibb

The digital confex committee highly appreciate Shigeto's thought leadership and remarkable executions in digital transformation and omni-channel in the past few years.

Top 25 Emerging Digital Player



Elimian Moses
Operations Manager
Outdoors.ng

He is a Marketing and Communications Consultant, Marketing Strategist, Digital Marketer, SEO Specialist, a Google, Microsoft, Hubspot, and SMERush certified digital professional, having vast knowledge of the Nigerian digital media landscape with experience and certifications in Web development, digital strategy development, Google AdWords Campaigns, Community Management as well as Analytics.

He has managed Digital campaigns for various clients like Syscomptech Communications Limited, outdoors.ng, premium properties, Obejor, Lyons Massage, flawlessfacesbyjane, fineproperties, artisanoga, grafixlodge, cakeapp, Capital Vanguard, Vantage Consulting, Sairtek, Terraculture, Essilor, Jumia, Paystack, Genbrite, Sheds Communication Limited and others too numerous to mention. He is an innovative marketing and a branding strategist that is driven with the passion of increasing revenues, drive brand awareness, and solidify customer relationships.

As an operations manager, he is a key part of the management team and oversees high-level HR duties, such as attracting talent and setting training standards and hiring procedures. He also analyzes and improves organizational processes, as well as works towards improving the quality, productivity and efficiency. Moses has given so much back to the society by training over 40 people who are now working in reputable companies in Nigeria and diaspora.

Top 25 Exceptional Digital Leader



Muhammad Zeeshan Haider
Digital & Content Marketing
Manager
Now Health International

A performance marketer with experience in FinTech, Healthcare, EduTech, and Ecommerce landscapes. An active member of the American Marketing Association, and the Digital Marketing Institute, and an alumnus of Said Business School, University of Oxford. Equipped with 11 years of diversified marketing experience, a masters degree in marketing; and a proven track-record of getting things done.

Top 25 Emerging Digital Player



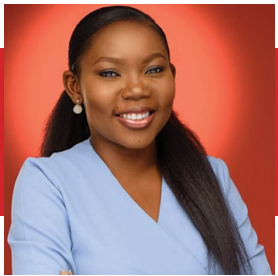
Adedayo Adeyemi
Head of Marketing & Digital
Communication
Mecho Autotech

Adedayo is a growth-oriented and data-driven professional that helps businesses grow with the use of digital channels and digital marketing solutions. He is a Marketing professional with a specialization in Campaign management, Media planning & buying, and Programmatic Advertising.

He has worked with a number of companies in West Africa in industries like FMCGs, Banking, Fintech, Healthcare, and Automobile Startup as well as at a Digital Marketing Agency where he has been a part of launching successful Marketing Campaigns for numerous brands across West Africa.

He has also been able to grow to a point where he could take up roles like Digital Marketing Lead/ Manager and Leading a team of digital marketers as a Marketing Manager/ Head of Marketing.

Top 25 Emerging Digital Player



Moyosore Oyebanjo
Lead Strategist, Digital
Marketing
Channels Television

I'm a digital marketing professional with over a decade of work experience leading businesses through digital expansion periods. I have worked and collaborated with media organisations, agencies and clients in various industries to scale their digital businesses, improve social engagement and grow revenue. I currently lead the digital marketing unit of a top broadcast media station in Africa, and my goal is to grow and expand its digital presence, as we continue to be a trusted reference for interaction with our global audience.

2~DIGITALCONFEX~October 2022

Top 25 Exceptional Digital Leader



Mido Chishty
Chief Marketing Officer
Your Marketing Chief
(YMC)

Mido Chishty is a solutions focused maverick CEO and CMO with more than 20 years' success in multinationals and startups. Having worked across consumer goods, retail, tech, fintech, agritech, edtech, esports, gaming, telecoms, financial services, entertainment, and tourism, his broad areas of expertise include leadership, marketing, inclusive team building, digital transformation, innovation, sustainability strategy, big data and AI, blockchain, and the metaverse.

Top 25 Exceptional Digital Leader



Amir Hassan
Head of Digital Market-
ing & eCommerce, Africa
Region, Philips

Strategic marketing expert with 14 years of experience in digital growth, demand generation and engagement strategies across different verticals and regions across B2C/B2B.

Amir has been immersed into teaching and academia for over 10 years delivering special topics in international marketing, digital advertising, and marketing management courses for university undergrads and marketing/communications professional.

Currently, he's heading digital marketing and eCommerce for Philips across Africa and delivering international marketing and modern advertising classes for senior students at Misr University for science and technology.

Top 25 Emerging Digital Player



Angela Nneoma Anyanwu
CEO, Protude Solutions
Digital Marketing
agency Region

I am the CEO "Protude Solutions Digital Marketing Agency". Over the space of three years, I acquired a certification in strategy and brand communications, Afterwards, I went ahead to develop Marketing communications strategies that impacted positively in the outcomes of the Brands that I managed. the successes of these projects gave me the confidence to create a digital marketing agency that is passionate about executing Success milestones for various start-ups and SMEs across Nigeria and Africa.

Top 25 Emerging Digital Player



**Davy Roland
Nouebissi**
Communication & Digital
Marketing Manager
Cible RH Emploi

Davy Roland Nouebissi was born in Bertoua, the capital of the Eastern Region of Cameroon, in 1987.

He received BSc degree in System and Network Security from the Ecole Supérieure de Gestion d'Informatique et des Sciences, Lome, Togo in 2013 and his MSc in Information Technology from the Sikkim Manipal University, Accra, Ghana. In 2013.

He joined Computer Information System Ghana Ltd, as web designer & IT support, and in 2015 was made a customer service specialist of its subsidiary financial technology company, Interpay Limited, Ghana. His charisma, his dedication to work and his ability to effectively assist clients soon took him up the ranks to head the customer service department in 2017. In 2018,

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Daniel Ednut Bejide
Digital Marketing Manager
FHG Organisation

Top 25 Emerging Digital Player



Devi Prasanna
AVP - Digital Marketing
LoanTap

Top 25 Exceptional Digital Leader



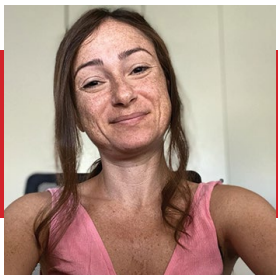
Aizehi Itua
Head of Digital Business
Connect Marketing
Services

Aizehi is a seasoned brand and marketing professional who is responsible for the launch and rebranding of several prominent personal and corporate brands. .,

"The founder of Aimone Creative Agency has garnered a lot of experience working in the Creative, Marketing, and Manufacturing space. He is result-driven and a highly creative individual with a knack for identifying, exploring, and strategically harnessing new market opportunities. This has earned him rapid growth at one of the leading experiential marketing companies in Nigeria, Connect Marketing Services where he is currently the head of Brand Marketing Communications and Digital experiential business.

His quest to future-proof the quality of talents in Africa by building intentional leaders through thought leadership has had him engage thousands of professionals all over the world.

Top 25 Exceptional Digital Leader



Maria Elena Esposito
Digital Marketing Manager
Pasta Garofalo, Food and
Beverage Manufacturing

I'm Maria Elena Esposito and now I'm responsible for Digital Marketing for Pasta Garofalo. I'm a strategic and seasoned marketing expert, with several years' experience driving digital strategies and innovation in competitive industries and markets, at international level.

I possess a thorough knowledge of Performance Marketing tools and employ them to complete every aspect of an online strategy. I'm a respected professional in multichannel content creation, experienced in the production of compelling messages for different targets and media.

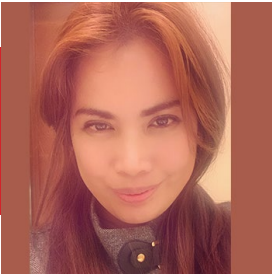
Results-oriented, with a strong attitude toward business and an analytical approach to data and results, while constantly searching for innovative solutions and proposals. I'm accustomed to working in structured and international organizations, managing teams, being accountable for budgeting and coordinating with other departments.

I'm able to hit deadlines and objectives, under pressure, in really fast-paced environment, maximizing results and focusing my efforts on the most important issues, without losing attention to detail.

I'm impassioned for new technology tools, interested in continually learning the latest platforms, technology and marketing solutions.

I'm a proactive expert, with hands-on and problem solving approach, able to inspire teams and evangelize companies and colleagues.

Women in Digital



Rebecca Polintang
Director: Global Digital Marketing

Content creation and SEO visibility is the holy grail of digital marketing. To be ranked #1 on SERP for these keywords: digital marketing trends travel; Tiktok auto translations; Meta NLLB-200 ai translation; and Arabic SEO tips are just some of the many content that Rebecca created and published. She also successfully managed the multilingual SEO for a flagship UAE brand: Inside Burj Al Arab. Her expertise in email marketing and automation resulted to 450% year-on-year cost savings for her organization.

“Digital possibilities are endless. Being a Computer Engineer by profession and a Digital Marketer by passion, I feel like I was born into this industry. The great thing about what I do is that I get to save trees as we don't use papers in digital.” - Rebecca

Top 25 Exceptional Digital Leader



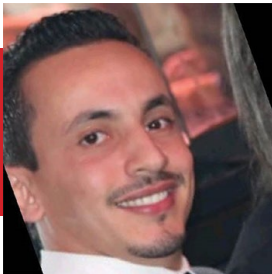
Christian Nacorda
Head of Marketing
Tonik Digital Bank

With a marketing career spanning more than a decade, Christian Nacorda has been helping companies write brand narratives that resonate well with their respective demographics across different industries such as investments, renewables, retail, fintech, digital banking, and telecommunications.

At the helm of marketing in his organization, he steers the ship toward embracing the 'new normal'; thus, coming up with innovative ways of remaining relevant to their target market.

He believes that as customers are getting much wiser, all the more that brands should start proactively shifting to a data-driven, customer-centric approach in doing digital marketing.

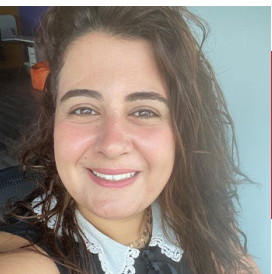
Top 25 Emerging Digital Player



Yassine Alili
Digital Marketing Manager
Mubawab

Digital Marketing Manager, Serious digital professional, help maintain a brand by working on marketing campaigns, ensure that the website is easily found by the target audience.Optimize the structure and content of the website..

Top 25 Emerging Digital Player



Cherine Michel
Digital Marketing Expert
Nacita Group

Cherine Michel, Brand Manager & Freelancer Trainer

Professional Background
- Cherine is a professional marketeer, with more than 10 years of experienc in both digital & offline marketing.
- After her graduation from the Faculty of Tourism & Hotels, Hel wan Univer sity in 2011, Cherine is working as E-Marketing Executive at Memphis Tours.
- Followed by Top Business Group, she starts her first step into the Branding world.
- Passionate about training and education, Cherine believes in the constant ww learning and development ongoing process and how it could change people's lifestyle. She takes pride in giving courses and workshops to hundreds of people during the past few years.
- Now, Cherine is working as Brand Manager at Martyria Foundation for Culture & Development, a newly Egyptia Non-Governmental Organization that works on charity & education scoops.

Top 25 Emerging Digital Player



Sachin Chandna
Senior Vice President -
Head of Customer Intel-
ligence Engagement and
Digital Marketing Emirates
NBD

I would like to dedicate this award to my team at Emirates NBD. We, at CIE, have proudly delivered multiple outstanding projects aligning to Bank's bottom line. From being the 1st bank in the region to establish best-in-class data foundation with EDP to implementing our award-winning in-house Next Best Action Framework, we have delivered exemplary revenue & CX impact.

We have embraced the Digital Revolution & transformed Customer Experience with innovative Digital Engagement and Acquisition solutions from Leveraging AI technology to implementing data driven solutions.

Top 25 Exceptional Digital Leader



Miranda Gahrmann
Global SEO Manager
Randstad

Top 25 Emerging Digital Player



Sara Farinasso
Head of Marketing &
Digital Communication
Sniper Srl

Sara is a digital marketing and communication expert with 10 years of experience in the digital field: she began her career in London and then returned to Italy changing company, sector, but always remaining in the digital industry.

She graduated with honors in Communication, ICT and Media with a thesis that was used for further research and articles. The research thesis entitled “Platform capitalism: the Facebook and Amazon cases” treats platforms as a new business model. She focused on the impact of the platform disruption on markets, organizations and companies by redesigning the ways of creating value and competition in the market. After that she won a scholarship for the International Master in the management of large events in the field of luxury: the master's program ended with meetings and round tables in Dubai.

She is currently Head of Marketing and Digital Communication at Sniper - Innovative Digital Company. Manages integrated communication projects and all related creative team workflows. Creates, develops and tests digital strategies, products and services with the aim of improving the customer's value proposition on the market, exploring new potential digital business areas, increasing the team's skills for the development of new digital processes for growth.

Top 25 Exceptional Digital Leader



Rihab Awadh
Digital marketing and
campaign specialist
Nomo Fintech

A digital marketing and communications specialist with over 8 years experience working with various industries including Fintech, Finance & Investment, F&B Oil & Gas, Arts & Culture, Technology, Events and Governments.

I currently work for Nomo Fintech, where we launched Nomo Bank in 2021 - a fully licensed and regulated UK Islamic digital bank catering to customers with a global financial outlook I specialise in strategy development, content planning and creation (Arabic & English) social media management and growth (LinkedIn, Instagram, Facebook, Twitter & Tiktok) SEO and Google ads, online personal branding and crisis management.

Top 25 Exceptional Digital Leader



Princewill Ejirika
Product Marketing &
Growth Lead
Omnibiz Africa

Princewill is a seasoned marketer with experience across product marketing, digital marketing & growth. He has over 8 years of experience helping businesses connect and grow their customers through digital marketing channels and tools & has worked with some of the top Nigerian tech / product-led companies across e-commerce & digital publishing verticals such as Topdowndeals, Vconnect & Omnibiz. He has also worked with Global brands such as Heineken & Nigerian breweries portfolio of brands, Indomie, Kellogg's, Munch It, Minimie, Hypo, Lush Hair, Colgate, Nestle etc He has also led highly performing & specialized teams & worked across 5 African markets.

Outside his 9-5, He is passionate about mentoring younger marketers to grow their careers while also sharing knowledge and collaborating with other digital marketing stakeholders at large to help the digital skills community grow.

Top 25 Exceptional Digital Leader



Owowo Kingsley Chukwuebuka
Digital Marketing Manager
Marketing Edge Magazine

Facially, what you'd probably see when you see Owowo Kingsley Chukwuebuka is likely just a calm, collected and smartly dressed young man. He may come across as someone who does quite a bit on his mobile devices and an upwardly mobile young man.

With full interest in tech, Kingsley is the perfect example of a young professional who is constantly seeking to proffer digital solutions to problems faced by business owners in Nigeria and across Africa in the near future.

Kingsley Owowo currently works with MARKETING EDGE, Africa's leading marketing and brand publications as a Digital Marketing Manager where he designs and develops content to drive the organization's impact on the Integrated Marketing Communications (IMC) industry.

Top 25 Emerging Digital Player



Ojong Godwin Agbor
Founder
Connect Entrepreneurs to
Business Solutions in Africa
(CNEBS AFRICA)

Top 25 Exceptional Digital Leader



Guido Gorlato
Digital Marketing Manager
& E-Commerce Manager
Calligaris SPA

Guido is a Digital Manager with more than 15 years of work experience as e-commerce Manager in coffee and home & furniture industries and is based in Italy. He has developed his experience in e-commerce and digital projects after over 10 years in illycaffè, the premium Italian coffee company, and has developed his expertise in the business aspects of digital transformation in Calligaris Spa, where he's supporting the company towards a digital transformation with an omnichannel perspective.

Top 25 Emerging Digital Player



Harry Foster
Digital Marketing Manager
Homeppl

Digital Marketing Manager at Homeppl. My Digital Marketing background includes working in commercial events, sports events, real estate industries as well as in-house agency work. Started out as a content writer but now have a specialism in SEO.

Top 25 Exceptional Digital Leader



Mohamed Elsayed Ismail Abdelaziz
Digital Marketing Manager
Totals for marketing and advertising

Experienced Digital marketing professional with +5 years intensive experience in building, maintaining, running successful digital marketing campaigns and developing data -driven digital marketing campaigns and strategies successfully. Bringing forth broad marketing knowledge, coupled with focused campaign experience. Adept creating and implementing client - centered successful campaigns aimed at improving brand awareness, online presence, sales, conversion and ROI. Creative professional accomplished at managing digital marketing presence content. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals. Certified Digital Marketing Professional with International and multinational background and experience.

Top 25 Emerging Digital Player



Raina Jagun
Digital Marketing Executive
Zapproach Ltd

Raina Jagun is the Digital Marketing Executive at Zapproach Ltd, which is a Fintech and Software Company located in Mauritius. This outstanding young leader is promoting digital marketing services for the ICT and Fintech sector on the Mauritian and global market. She implements digital strategies which are aligned with current trends and her aim is to help businesses in Mauritius promote their products and services to the local and international market."

Top 25 Emerging Digital Player



Daniele Tagliavia
Sr Digital Strategist
Salesforce

Currently Leading the digital marketing strategy in Italy, Iberia, Israel and emerging market and managing budget allocation across all channels (SEM, Social media, SEO, Display) to maximise Brand awareness, Lead and Pipeline generation

10+ years international Marketing experience Fortune 100 companies and startups IE Business School alumnus, (#1 in Europe – Financial Times 2012 and 2013).

Top 25 Exceptional Digital Leader



Prachi Malandkar
Head of Digital Marketing
Danube Properties

Brief - Marketing professional with 11 years of progressive experience helping businesses succeed in challenging markets. Expert in campaign development, product launches and customer engagement. I believe strategy and tactical marketing campaigns are a must to drive engagement and sales to produce high ROI. Bringing solid history of success in boosting program operations efficiency, conversion rates and performance.

Women in Digital



Walaa Abudeyak
Digital marketing specialist
PalletBiz

I'm a digital marketing expert with more than 8 years of experience in the field, I have an IT background and currently, I earned a master's degree in enterprise development and entrepreneurship, I'm more into getting my hands dirty with work than just being academic, I started as an intern till I was being able to develop my profile by working with many industries and brands, working with startups helped me to widen my knowledge and experience as sometimes you need to wear multiple hats at the same time, watching the brand grows from zero to get major milestones is like magic, it is really nice to see your work starts to pay off, and that doesn't mean it's a piece of cake task, there are lots of challenges and lessons learned and this is how you get momentum and things start to work, it's a dynamic field and you need to keep yourself up to date all the way long, currently I'm part of an international franchising network and I was being able to jump out of my comfort zone from working in the Middle East to be able to have the international exposure and support our regional offices in addition to our Headquarter in Budapest.

Top 25 Emerging Digital Player



Perna Prasad
Founder
ProductME

Perna Prasad is a creative changemaker who delights in turning challenges into rewarding experiences. With a wide range of multidisciplinary positions, she has worked on various projects in UX design, research, innovation, project facilitation, and digital marketing.

She successfully formed the ProductME community dedicated to product enthusiasts. It is a network of product people driven by a passion for making a difference in the Middle East's digital landscape. The community is growing, and as a result, more product management initiatives are being launched soon.

She finds inspiration in new experiences and likes first-time encounters that have a lasting impression by meeting new people.

Top 25 Emerging Digital Player



Taiwo Ojumu
Digital Marketing Expert
Tywo Da'Grafix

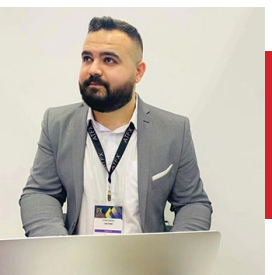
My name is Taiwo Ojumu Matthew and am 26 years old. I am an Instagram influencer and am also a brand manager as well.

I have over 6years experience in digital marketing (including graphic design, brand management etc.) having worked in different sectors of the Nigerian economy namely Telecoms, E-commerce, Education, Hospitality, Real estate, government etc.

I have been privileged to have trained small business owners on how to grow their business online using the right tools, techniques and methodology.

I have run successful digital campaigns for organizations and industries increasing their revenue growth by 50%.

Top 25 Emerging Digital Player



Ryan el Andari
Digital Marketing Manager
CMS Prime

Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence. Collaborative and creative manager accomplished at managing digital marketing presence content. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals.

Top 25 Emerging Digital Player



Soham Sitlani
Digital Marketing Manager
Coach Transformation Academy

"A brand enthusiast and strategist, a digital marketing manager, having 10+ years of overall experience into marketing, sales, CRM that includes Analysis, and Market research."

Top 25 Exceptional Digital Leader



Chuku Wisdom
Digital Marketing Manager
Ibex Strategic

Chuku Wisdom is a digital marketing and growth professional with over seven years of experience across digital marketing channels specializing in PPC, SEO, SEM, social media marketing, content and email marketing.

Having worked in digital marketing agencies for the most part of his career, he has carried out successful marketing campaigns for different organizations across industries. His ability to manage budgets of varying sizes and generate significant returns on investment makes him highly valuable in his field.

Top 25 Exceptional Digital Leader



Mohammad Sahanawaz
Digital Director
Al Borg Diagnostics

I like to learn new skills and explore my knowledge. I am good listener with positive attitude and highly patience. But same time understand the value of relationships and business. Also having close understanding of latest marketing trends to keep myself updated.

Always trying to experiment something new, bring new idea □ concept to do something out of the box. I like to push myself little extra to test my knowledge and skills.

Top 25 Exceptional Digital Leader



Kester
CMO | CEO
Orvalon Digital

Top 25 Emerging Digital Player



Zemoh Yannick Tangmoh
Digital Marketing Specialist
AdMeUp Digital Academy
LLC

Zemoh Yannick Tangmoh business-focused Certified Experienced Digital Marketing Specialist, Consultant, and Lecturer, currently the Chief Digital Marketing Officer at AdMeUp Digital Academy Ltd and Founder of Yanco Inc. Zemoh counts 8+ years of proven track record on effective deployment of Digital Marketing strategies, processes, and policies to support business objectives across diverse industry sectors, including Agro-food Processing, Manufacturing, Telecommunication, Construction, and Logistics, Digital Marketing and Supply Sectors.

My knowledge and skills;

Digital Marketing Strategy, Search Engine Marketing, Display Advertising, Lead Generation, Web Analytics, Video Production, Social Media Marketing, Emerging Technologies, Budgeting and Planning, Customer Engagement, Email Marketing, Brand Building, Content creation, and Process Reengineering

In this regard, I have had the opportunity to build synergy and direct cross-functional teams in major projects, transformed digital marketing, and ensured resilience, enhanced financial performance, and stakeholder satisfaction.