

Name: **Lucia Musau**

Representing membership category: **Full Member**

### **Manifesto/Personal Statement**

I am delighted for the opportunity to serve on the MSK board. My skills and experience make me an excellent candidate for a board member position at the Marketing Society of Kenya. I plan to support the efforts and initiatives of MSK during my term and commit my experience and resources to advance the issues and areas of interest below:

**Strategic thinking:** My extensive experience in Public Relations and Marketing, and my leadership skills, make me an asset to the Marketing Society of Kenya. I can contribute to developing strategic plans and ideas to help MSK achieve its goals.

**Network:** My extensive network in the industry can be valuable to the Marketing Society of Kenya. I can leverage my connections/clients/portfolio to attract more members, sponsors, and partners to MSK.

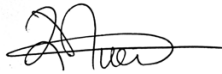
**Innovation:** My passion for innovation has led us to form a digital transformation team at African Elite Group, which delivers Cloud ERP implementation services and Robotic Process Automation. My innovative thinking can help the Marketing Society of Kenya tap into emerging trends in the industry and stay ahead of the curve.

**Communication:** As a communication consultant, I have vast experience in strategic communications, brand and communication planning, media training, and crisis management. My expertise in this field can help the Marketing Society of Kenya improve communication with its members and stakeholders.

**Collaboration:** Through my membership in both the Public Relations Society of Kenya (PRSK) and the Marketing Society of Kenya (MSK), I have a unique opportunity to bring collaboration among key industry players. My knowledge and involvement can help the

Marketing Society of Kenya collaborate more effectively with other industry players to drive the marketing agenda forward.

Together we can help the Marketing Society of Kenya achieve its goals and grow its influence in the industry.

A handwritten signature in black ink, appearing to be 'A. M. M.', with a long horizontal stroke extending to the right.

11th April 2023