

LUCIA MUSAU

Lucia Musau - MBA, MPRSK, MCIPR, MMSK

Lucia Musau is a Communications Consultant and The CEO of African Elite Group Ltd.



Lucia has extensive experience in Public Relations and Marketing, having led assignments with some of the world's fortune 100 corporations, NGOs, and SMEs spanning different fields and markets across Africa.

Her knowledge and commendable experience in public relations and marketing have allowed the African Elite Group to grow its service portfolio to serve different sectors. Such as luxury, hospitality, fintech, agriculture, retail, health, and non-governmental organizations. And to help her loyal clients with strategic communications, brand and communication planning, media training, and crisis management, among other PR specialty services.

Driven by a passion for innovation, Lucia has expanded the African Elite Group service offering to Technology to form the digital transformation team that delivers Cloud ERP implementation services and Robotic Process Automation.

Lucia Musau holds an MBA in Marketing from USIU - Chandraia Business School, BBA - Kenya Methodist University, a Design Thinking for Innovation Certificate from the University of Virginia Darden School of Business, a certificate in Management of Fashion and Luxury Companies from Bocconi University and a Professional Diploma in Public Relations from the Chartered Institute of Public Relations - UK where she is also a member. Besides that she is a member of the Public Relations Society of Kenya (PRSK) and the Marketing Society of Kenya (MSK).

Awards and Recognition:

Most Admired Woman Business Leader for Marketing and PR - Africa 2021 - Global Brand Awards 2021.

Best Woman CEO Marketing and PR - Kenya 2021 - Leadership Awards - International Finance 2021.

Top 25 Most Powerful Women in C-Suite Impacting Business - 2021.