

WESLENE  
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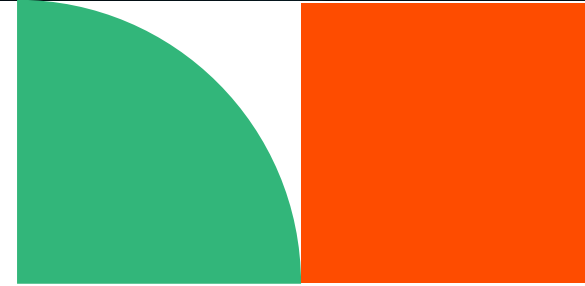
# Weslene Orwoba

**Manifesto**



I am an intuitive and talented Marketing professional with over 12 years experience in leading Marketing and Brand Management for Brands in East Africa.

I have had an exciting career in managing marketing and brands across various industries including Fast Moving Consumer Goods, Financial Services, Media and Telecommunications holding various roles in both Sales, Marketing and Brand Management for the various brands including but not limited to Equity Group, BIDCO Africa, Royal Media Services, Sol Generation and Safaricom Limited.

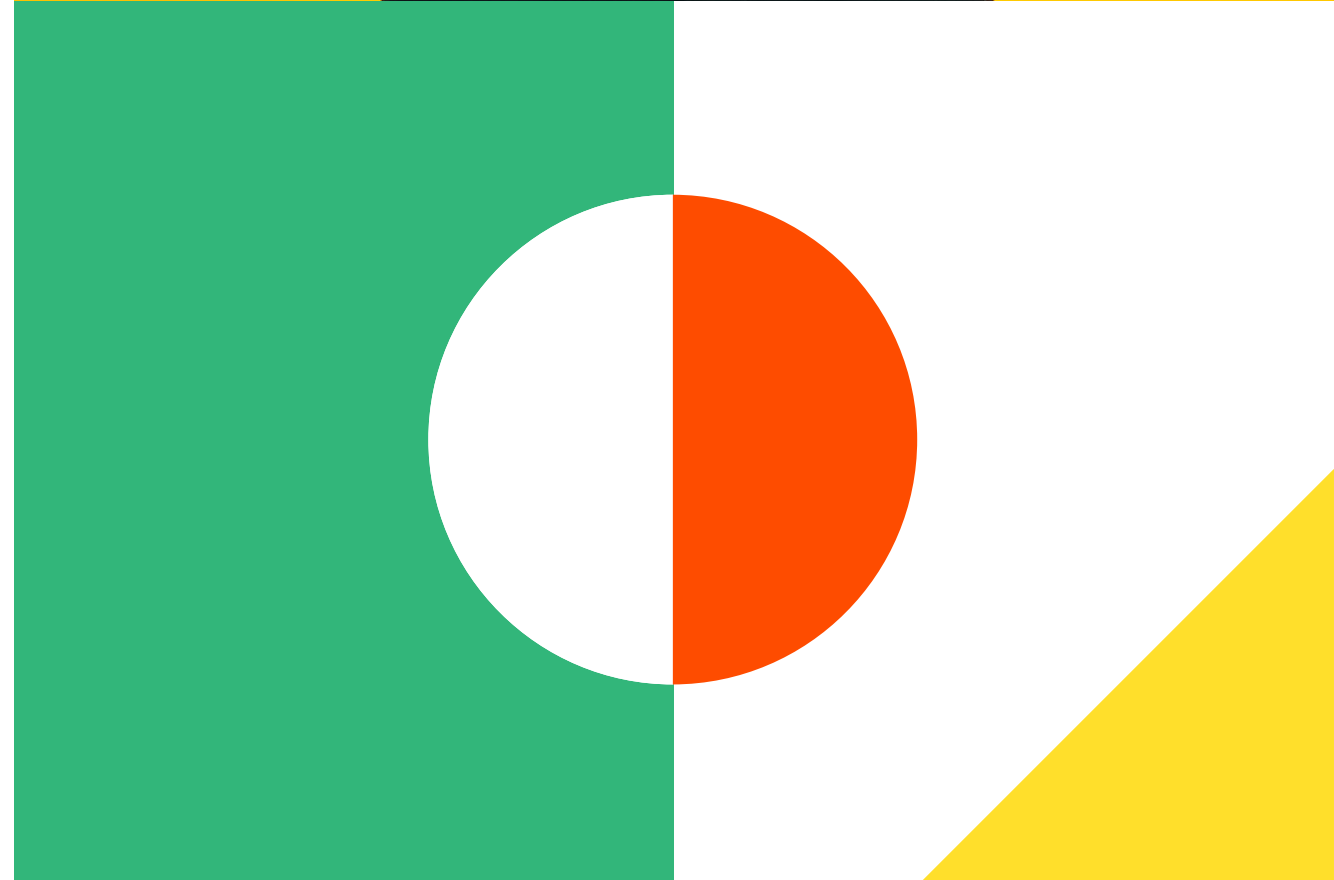




# My Mission

“I am at the forefront of leading a New Perception of Marketing in Africa, specifically for home-grown companies. Championing organizations to envision Marketing as a capital investment.

My dream is to witness African owned companies dedicating efforts to Strategic Marketing as part of CAPEX right from inception of a business as opposed to the current view of the function as an afterthought and a ‘lifejacket’ in sinking times”





# My Core Values

1

Honesty and Integrity

2

Passion and Creativity

3

Respect and Collaboration

4

Innovation

5

Sustainability

6

Agility



## **Attract Membership to MSK through:**

### **Collaboration amongst Marketing Professionals**

One of my objectives as a Membership Representative is to bring different Marketing groups together under the umbrella of MSK thus strengthening the industry as a whole.

### **Elevate the Marketing Profession**

Rigorously support the bill to establish MSK as a nationally recognized government body

### **Build Exclusive Marketing Knowledge Base Through Content Development**

Build communities and position MSK as a Marketing knowledge hub through online content development and marketing.



**BELIEF**

**“Create the highest, grandest  
vision possible for your life,  
because you become what  
you believe”**

Oprah Winfrey



# Thank you!

Looking forward to being part of this great team

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