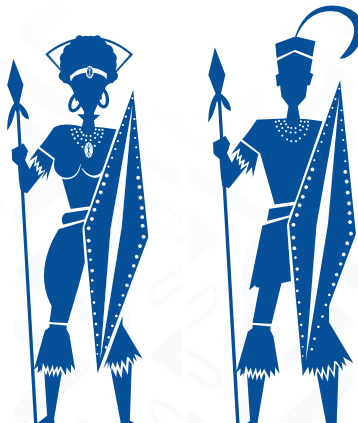




# THE PRSK WARRIOR AWARDS 2022



[www.prsk.co.ke](http://www.prsk.co.ke)

# 2022

## PRSK@50 WARRIOR AWARDS

When the idea to have Warriors' Awards was birthed, I was excited and nervous at the same time. How will we pick them? How can contributions to the Public Relations and Communication Management industry be quantified? How will the PRSK members be involved? It was a scary venture to launch. However, we were marking 50 years of PRSK's existence and it was important to recognize contributions made by PR and communication management professionals over the period.

In the wake of unprecedented years, it is a profound privilege to recognize some of our most outstanding warriors with these awards. Recipients in this first cohort have distinguished themselves beyond all expectations, and as a Council, we are deeply grateful for the diverse ways in which they make our society and profession better. Each of these honourees embodies the best of who we are as a community

and the impact we have on people around us. Congratulations again on your exemplary work and accomplishments, and thank you for all that you do to advance the values and mission of our great Society. What most impressed me at the awards ceremony was how proud each Warrior was to be celebrated by colleagues from East Africa.

I appreciate all the members who sent in nominations for consideration for this award. I congratulate you for your bravery in suggesting notable professionals that we can honour. The nominees also played a crucial role in providing a self-assessment on why they deserve the award. In turn, this helped the Eminent Panel of Judges to have additional grounds on which to base their decision.

The Panel did an immaculate job. It wasn't easy and I must commend the team for their commitment and dedication to the process. Amidst challenges, they rose to the occasion and with limited time to deliver, developed a rubric and ensured we received quality awardees. Initially, we were looking for the Panel to present the Society with a list of 100 professionals from the 187 nominations that had been received after which the Membership would have voted for their top 50. However, after the first review was done and multiple entries merged, we were left



with 77 names. By then, we hoped that they would return with 50 names from the 77 that had emerged.

When the judges submitted a sealed envelope that contained less than 50 names to the auditor who was overseeing the process, we were awed. At that point, the PRSK Council resolved that a vote would not happen and the sealed envelope with the 24 names would be opened at the Gala Award dinner. For the service they gave to our Society, we thank Panel; your contributions will not only be engraved in the footnotes of our history but also on our PRSK Wall of Fame.

To guarantee that the award was done to international standards, the Council sought the services of Parker Randall Easter Africa. Their role was to ensure credibility and integrity of the process, from the nomination stage to the award. The Membership and Professional Development Committee, Council and Secretariat - led by our Chief Executive Officer Ms. Sylvia Mwichuli - were instrumental in the entire process. I thank them for their continued commitment to perfect PRSK.

Colleagues, I feel energized and excited about the state of the public relations and communication management industry in Kenya. As the awards ceremony demonstrated, there is a deep pool of talent around us. And as we keep improving our programs and services every year, we ask you to join us in making #TeamPR stronger and bigger.

Arik Karani MPRSK President,  
Public Relations Society of Kenya

# REPORT OF THE JUDGES PANEL FOR THE 2022 PRSK@50 WARRIOR AWARDS

## I. Introduction

As part of this year's activities to mark the 50th anniversary of the Public Relations Society of Kenya (PRSK), PRSK Council established the PRSK@50 Warrior Awards, a PRSK member-driven process to identify and recognize outstanding individuals whose work over the last five decades helped progress the public relations profession in Kenya, the region, and globally.

In this regard, a call for nominations was made and a total of 187 entries were received. The entries were subjected to a preliminary clean-up exercise leading to a shortlist of 77 qualified nominations. The clean-up involved removal of multiple entries.

## II. Election of Chief Judge; presentation of shortlist and judging

At an orientation meeting held on 4th November 2022, the 15-member judges panel assembled by the PRSK Council elected Dr Fatuma Hirsi as the Chief Judge to be assisted by Mr Victor Bwire as Deputy Chief Judge and Mr Joram Temesi Mukani as Secretary.

Other judges on the 15-member panel include Prof Hellen Mberia, Dr Charles Nyiro, Mr Mike Njeru, Ms Eva Muraya, Mr Peter Mwaura, Mr

Joseph Mulei, Mr Amos Rono, Ms Irene Kimachia, Mr Alex Owiti, Ms Christine Okila, Ms Lilian Kimeto and Ms Christine Masta.

At the meeting, the judges were taken through the judging criteria and signed a non-disclosure agreement (NDA) to safeguard the integrity of the judging process.

The 77 qualified entries were submitted to the Judge's Panel by the PRSK Council. Out of the 77, two (2) entries (Mr Peter Mwaura and Mr Joseph Mulei) were struck out on a conflict of interest basis because the nominees were nominated yet they had been requested to be part of the judges' panel.

Judging of the 75 valid entries took two days, on the 7th and 8th of November 2022. The final report was presented by the Chairperson of the Judges Panel to the PRSK Council on 9th November 2022.

## III. Qualification threshold and recommended entries

Ahead of the commencement of the judging exercise, the judges out of their discretion, unanimously agreed on a 70 percent aggregate score as the pass mark for nominees to be shortlisted for consideration by the PRSK Council for conferment of PRSK@50 Warrior Awards.

Based on the 70 percent average score cut-off, 24 nominations out of the 75 qualified entries received by the Judges Panel met the threshold and were unanimously endorsed by the judges for consideration by PRSK Council for conferment of Warrior Awards. (See attachment for reference)

#### **IV. Judges observations and recommendations**

**During the judging exercise, judges made the following notable observations:**

(a) **Nomination of non-PRSK members.** Judges suggest that future awards limit nominations to PRSK members as a form of reward for those that sacrifice for the growth and progress of the profession and the PR Society;

(b) **Multiple nominations by individual members.** One of the proposers was noted to have made twenty-one (21) nominations. Judges suggest that in future awards, a limit should be set for the number of nominations per individual so as to avoid cheapening the exercise (see attachment for reference);

(c) **Multiple proposers with similar citations.** Judges noted that a number of entries had multiple proposers with similar citations pointing to a possible collusion between nominees and their proposers. Judges suggest that collusion be discouraged so as to safeguard the integrity of future awards;

(d) **Longer nomination and judging duration.** Judges note that the time assigned for receiving and processing entries was too short. They note that the short duration may be responsible for the few and 'weak' entries received. Judges suggest a minimum of three (3) months duration for the exercise;

(e) **Voting on judged entries.** Judges are of the opinion that subjecting judged entries to a voting process is counter-productive and kills the element of surprise which is critical in such awards. Judges suggest that in future awards, member participation should end with submission of entries and/or submission of memoranda on published nominees ahead of the judging exercise;

(f) **Alternative mechanism for recognizing 'overlooked' PR warriors.** Judges note that many distinguished and notable public relations practitioners were not identified through the nomination process and suggest that the PRSK Council establishes an alternative mechanism for identifying and recognizing these trailblazers;

(g) **Leveraging on technology to enhance nomination and judging process.** Judges recommend that PRSK Council leverages more on technology to enhance nomination and judging process for future awards especially for preliminary requirements such as membership status etc;

(h) **Inclusion of ethical consideration in judging criteria.** Given the growing importance of ethics in PR practice, judges suggest that the consideration be included in the judging criteria for future awards;

(i) **'Weak' entries.** Overall, the judges note that entries for the 2022 PRSK@50 Warriors Awards were generally weak, populist, incomplete and left out many of the PR profession's pioneers who helped shape and steer the industry over the 50 years.

Report signed and presented to PRSK Council with the concurrence of all the Judges.

Dr Fatuma Hirsi Mohamed, CBS, FPRSK. Chairperson 2022  
PRSK@50 Warrior Awards Judges Panel

# EMINENT PANEL OF JUDGES

Meet the eminent panel of judges that oversaw this process.



**Dr Fatuma Hirsi**

PRSK Fellow  
World Bank



**Mike Njeru**

PRSK Fellow  
Consultant



**Dr. Charles Nyiro**

Pwani University



**Eva Muraya**

BSD Group



**Mulei Muia**

MoICT



**Lilian Kimeto**

ICTA



**Peter Mwaura**

KCB Group



**Christine Masta**

BASF East Africa



**Victor Bwire**

MCK



**Prof Hellen Mberia**

JKUAT



**Alex Owiti**

Alexander PR



**Christine W'Ochieng**

World Bank



**Temesi Mukani**

Government of Kenya



**Irene Kimacia,**

IHRM.



**Amos Rono**

US Embassy

# REPORT OF THE INDEPENDENT AUDITOR

TO THE MEMBERS OF THE PUBLIC RELATIONS SOCIETY OF KENYA (PRSK) ON THE GRANTING OF THE 2022 WARRIOR AWARDS ON 18 NOVEMBER 2022

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We have independently audited the Public Relations Society of Kenya (PRSK) 2022 Warrior Award process. The objective of our audit was to ascertain the effectiveness and compliance to all PRSK operational and administrative controls related to receiving and selecting nominees and the determination of final awardees as issued by PRSK Eminent Panel of Judges.

We audited the process of calling for nominations, selection of judges, judging criteria, and the agreed Warrior Award granting system.

## **Basis of our Opinion**

We are independent of PRSK in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) together with the ethical requirements that are relevant to our audit assignments in Kenya, and we have fulfilled our ethical responsibilities in accordance with these requirements and the IESBA Code.

## **Opinion**

We believe that our audit provides a reasonable basis for our opinion. In our opinion, PRSK complied with international standards in integrity and transparency and that the 2022 Warrior award process was effective in design and implementation.



CPA Victor Majani Practicing Certificate No. 1546.

The engagement partner responsible for the audit resulting in this independent auditor's report.

For and on behalf;  
Parker Randall Eastern Africa Certified Public Accountants Nairobi, Kenya.  
11 November, 2022



# PUBLIC RELATIONS SOCIETY OF KENYA COUNCIL



**ARIK KARANI, MPRSK**  
President



**PATRICIA NDEDE**  
Vice President



**NOELLA MUTANDA**  
Secretary



**SAMUEL KARANJA**  
Treasurer



**VIVIENNE ATIENO**  
Assistant Secretary



**MICHELLE ANEKEYA**  
Assistant Treasurer



**JESSE MASAI**  
Council Member



**TIM KAMUZU BANDA**  
Council Member



**PAUL J. OYIER**  
Council Member

## PRSK TOP 50 WARRIORS

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# PAUL UDOTO

Assistant Director, Kenya Wildlife Service.

Currently holding the position of Assistant Director at the Kenya Wildlife Service (KWS), he has more than two decades of public service experience as a high school teacher, journalist, thought-leader in environmental conservation and strategic communications. Paul is credited with leveraging communication strategies for three high-level ivory burning events as well as leading an effective media campaign on the repossession and restoration of the Mau Forests Complex.

A prolific writer, his writings have been published locally and internationally, including in Kenya's mainstream media. He has also written for PR Digest, a magazine of the Public Relations Society of Kenya; *Msafiri (The Traveller)*, a Kenya Airways magazine; Tembea Kenya, Diplomat East Africa, George Wright Forum and the *Nairobi Law Monthly*. Since 2014, Paul volunteers with the Rhino Charge, an annual motor-sport conservation fundraising event for the Rhino Ark Charitable Trust.

Paul served as a member of the 2019 ministerial Makali Taskforce on improvement of Government information and public communication.



# TABITHA MUTE MI

Head Corporate Affairs, Independent Electoral and Boundaries Commission

Currently heading the Corporate Affairs docket at the Independent Electoral and Boundaries Commission, Tabitha has over 25 years' experience in strategic communications, crisis management and corporate governance. She successfully set up the IEBC national media center, and the national communication call center, - an early warning system with a feedback mechanism that supports and monitors key activities during elections. She also set up an automated customer-care management system to promote efficient customer experience.

She started her career at the Kenya Broadcasting Corporation and has served on the Board of Media Council of Kenya as Chairperson of the Finance and Administration Committee, and as member of the Training and Development Committee. She chairs the Association of Professional Broadcasters (APB).

Her leadership has been witnessed in the co-ordination of national and international electoral stakeholders' forums such as the National Elections Conference; Constitutional Commission and Independent Offices Congress (CCIOS); Commonwealth Electoral Network Biennial Conference; International Conference on the Great Lakes Region-United Nations Workshop; Association of World Electoral Bodies (AWEB) Delegates Conference; and the 6th Annual Continental Forum.



# JOSEPH NDEGWA

Senior E-Books Editor, at the  
Kenya Literature Bureau (KLB)

A senior e-books editor at the Kenya Literature Bureau (KLB), Joseph holds more than a decade of public service experience as a journalist, salesman, book editor, strategic communications practitioner and thought leader in environmental conservation and girl-child empowerment programs.

He served as a member of the Public Relations Society of Kenya (PRSK) Taskforce on Public Relations and Communications Management Bill and the Public Relations and Communications

Management Policy. He also served in the 2013 KLB's Taskforce on the One Laptop Per Child Policy and was part of the organizing committee of the 2016 Kenya National Youth Employment Summit (YES-Kenya). He has participated in the drafting of several grant proposals and advocacy materials for the National Council for Persons With Disabilities since 2006.

Beyond his role as a public servant, he is an associate trustee of NEWI - the Women's Initiative in Education, a not-for-profit organization of more than 600 professionals, mainly women, who mentor and champion girl-child education in Kenya.



# DR. CHRISTOPHER S. KHISA

Head of Public Relations at the  
National Social Security Fund (NSSF)

Dr. Khisa is the Head of Public Relations and Communications at the National Social Security Fund (NSSF). He is also a certified mediator in Kenya and a corporate communication consultant. As an academic, he has been teaching media and communication studies since 2009.

He previously worked as an electronic media journalist at the Kenya Broadcasting Corporation (KBC), and at Citizen Radio and TV. Dr. Khisa's

accomplishments range from spearheading the inaugural electronic media sports advertising with Orbit Sports, launching Michelin Tyres and leading the communication campaigns of Population Services International and Eveready Batteries.

His published works include *Impact of Livestock Rustling on Social Economic Development and Water as a Source of Conflict in Samburu and Isiolo*. He has also done pilot studies and articles on resource conflicts, alternative development and conflict resolution strategies in the Kerio and Suguta valleys in Northern Kenya.



## DR. JOHN OLUOCH

Director Placement and Career Development  
at the Kenya Universities and Colleges  
Central Placement Service (KUCCPS)

Currently serving as the Director in charge of Placement and Career Development at the Kenya Universities and Colleges Central Placement Service (KUCCPS), and member of several inter-ministerial committees, Dr. Oluoch has practised public relations and communication management for over 22 years.

He has previously worked at Moi and Rongo universities as a Public Relations Officer, Lecturer, Senior Lecturer, Director and Dean. He has supervised several communication and public relations students at Masters and Doctoral levels, undertaken several consultancies in communication for United Nations Educational, Scientific and Cultural Organization; World Vision and the Media Council of Kenya. He has participated in external examination, review and development of PR training curricular for several universities in Kenya.



## BEATRICE KUNG'U

Deputy Director STRATCOM, Ethics and Anti-Corruption Commission (EACC)

Beatrice currently works for the Ethics and Anti-Corruption Commission (EACC) as a Deputy Director. She served on the PRSK Council from 2012 to 2018 as an Assistant Treasurer and Assistant Secretary. During her tenure, she assisted the Society to develop its first strategic plan and in the establishment of governance structures and systems.

Nationally, Beatrice has been a member of the task force on National Communications Policy and Strategy formulation and development. She has also deputized the Government Spokesperson and helped create several public campaigns such as *Najivunia Kuwa Mkenya* and *Uliza Serikali*.

As part of her support and contribution to the PRSK fraternity, Beatrice has helped raise funds for the 2015 World Conference on PR in Emerging Economies (WCEPREE). She has also supported the development of the PRSK students' CPD programmes such as the Boot Camp and PR@360.

## PRSK TOP 50 WARRIORS

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## STEPHEN WANGAJI

Head, Public Relations and Communication  
The Office Of The Controller Of Budget

Currently heading the Public Relations and Communication portfolio at the Office of the Controller of Budget, Stephen is a PhD candidate of Social Transformation in Governance at Tangaza University College.

He is a skilled public relations practitioner with over 20 years' experience spanning the public, private and civil society sectors. He is a Fellow of the Public Relations Society of Kenya and a

former president of the East Africa Public Relations Association (EAPRA). He was once the Vice Chairperson of the Public Relations Society of Kenya (PRSK) and the 2012 recipient of the PRSK Golden Honors Award for significant contribution to the PR industry in the region.

He has previously headed public relations and marketing at the National Hospital Insurance Fund and at Egerton University. He has also worked at the Pyrethrum Board of Kenya and British American Tobacco (Kenya).



# JANE GITAU F.PRSK, F.APRA.

Head, Communications at Kenya  
Seed Company Ltd

A seasoned, award-winning, global story-teller and trainer, Jane has grown her career from a cab reporter to a public relations professional, coach, mentor and university lecturer. She is currently the Head of Communications at Kenya Seed Company Ltd and doubles up as chair of the Green Belt Movement.

Working with several PRSK colleagues to deliver a regular CPD training calendar, hosting the World Conference for Public Relations Conference in Emerging Economies (WCPREE) and settling the profession towards the establishment of an independent Secretariat, Jane was part of the team that delivered on the draft *Institute of Public Relations and Communication Management Bill* and reviewed the PRSK Constitution while serving as PRSK Chairperson.



# DESIREE GOMES

Co-Founder Engage BCW

Gomes has over 25 years of experience in marketing and communication in Kenya. She began her career in marketing and later joined Gina Din Corporate Communications as Executive Director, where she grew the client base from three (3) to over twenty five (25). She then founded Engage BCW with two other partners and has since handled some blue chip and consumer clients over the last 10 years.

She has also been at the forefront in providing mentorship and training opportunities for new entrants into the public relations and communication management. She runs an internship and job shadowing program that seeks to tap new talent from university and integrate their abilities into future PR professionals.

She has also been awarded the Public Relations Society of Kenya's Lifetime Award, which is the Society's highest individual recognition for practitioners whose accomplishments have made a major contribution to the profession, inspired fellow practitioners professionally and personally, increased Common Good and reflected credit on the Society.



# SYLVIAH LUSENO

Account Director, Redhouse Group

Currently serving as an Account Director at Redhouse Group, Sylvia is a seasoned and award-winning strategic public relations and communication management business leader with over 14 years of experience, gained from working in the private, public and not-for-profit sectors.

She has managed iconic brands, including the Salaries and Remuneration Commission (SRC), Teachers' Service Commission (TSC), Vivo Energy, Huawei Technologies, State Bank of

Mauritius Bank of Kenya Ltd, Ministry of Energy's flagship Kenya Off-Grid Solar Access Project (KOSAP), SACCO Societies Regulatory Authority (SASRA), National Hospital Insurance Fund (NHIF), Telkom Kenya, National Social Security Fund (NSSF), Barclays Bank Kenya (now Absa Kenya), East African Cables, Reckitt & Benckiser (Reckitt), East Africa Breweries Limited (EABL) and Diageo Brands. She was the project communication lead for the Choose Kenya campaign – a Government of Kenya campaign that leveraged United States' President Barack Obama's historic July 2015 visit to Kenya to positively position the country globally.



# PETER MUTIE FAPRA, FPRSK,

Chairman of the Africa Regional Council  
of the Global Alliance for Public Relations

Peter is a communication specialist with experience spanning over two decades. He holds several portfolios in both professional and corporate leadership and is currently a board member of the Global Alliance for Public Relations and Communications Management (GA) and Chairman of the Africa Regional Council of the Global Alliance for Public Relations. He is the immediate former President of Africa Public Relations Association (APRA) and still serves as a Council Member of APRA.

He is a former Chief Executive Officer of Kenya Film Commission, a founder Board Member of both Brand Kenya Board and Media Council of Kenya. Peter served as the President of the Public Relations Society of Kenya (PRSK) between 2007 and 2012. He is currently serving in a number of other roles in consultancy at both continental and global levels, besides being a consultant with the United Nations on Strategic Communication. Peter is a Senior Member of the International Public Relations Association (IPRA) and is a Fellow of both APRA and PRSK.



# MARGARET MARANGA

Co-founder Corporate Reflection

Margaret is the co-founder Corporate Reflection, a home-grown pioneer public relations firm and has over three decades' experience in management, communication and public relations having worked in public and not-for-profit sectors, in addition to consultancies. She has worked for major blue-chip companies like British American Tobacco (Kenya).

She played the team lead role in conceptualizing, planning and implementing integrated communication strategies for international brands with presence in Kenya such as her then immediate

employer BAT, Reckitt Benkizer, General Motors, GlaxoSmithKline, Malaria No More, Duke of Edinburg Award for Young People and Global Business Coalition on HIV, Malaria & Tuberculosis.

She is feted as *Mama PR* for her contribution to the growth of the Public Relations profession in Kenya. She was instrumental in the incubation and managing of the day-to-day affairs of the Public Relations Society of Kenya (PRSK) before the organisation established its independent headquarters in 2016. Serving as ex-officio to the Executive Committee and Head of Secretariat, she worked with five successive PRSK regimes, driving strategic interventions that addressed diverse membership needs and are pivotal to the Society's sustainability today.



# KENTICE TIKOLO OGW, FPRSK

Managing Director and Founder of  
Cause Impact

The Managing Director and Founder of Cause Impact (previously Impact Africa) Limited - a strategic PR and Communication Management company, Kentice has over 20 years' experience in Strategic Public Relations and Communication Management, having grown through the ranks to Head of Corporate Communications for the Kenya Wildlife Service. A champion of many a social cause, she conceptualized and implemented the Beyond Zero and the First Lady's Half Marathon in 2014. She has also supported various social impact initiatives such as development of Kenya's Highway Code; Management of Aflatoxin for the International Institute of

Tropical Agriculture (IITA); the first Africa Green Revolution Forum in Arusha and Integrated Coastal Zone Management (ICZM).

She is a director at the Communications Authority of Kenya (CA), chairman of the Football Federation of Kenya's Electoral Board, former chairperson of the Public Relations Society of Kenya (PRSK) and Global Alliance's Africa's delegate-at-large.

Kentice has been awarded the Golden Honours PRSK Award for excellence, a silver medal from the Government of Ethiopia for her role as the coordinator in ensuring the success of ICASA conference in 2011. She teaches strategic communication at the University of Nairobi, where she is currently pursuing a PhD in Climate Change and Adaptation (Policy and Communication).



# WAIMIRI KUNGÚ

Managing Director of Brand Associates

Currently serving as the Managing Director of Brand Associates Limited, Waimiri has over two decades' experience in journalism, marketing, advertising, communications and project management, having worked for various public, corporate and non-governmental organizations. He is the former Communications Director for General Electric (GE) Africa, where he was responsible for driving business growth for the global technology, media and finance company through marketing communications.

Notable among his contributions in public communication was the national communication campaign on Kenya Electricity Generating Company's Initial Public Offer (IPO).

Waimiri served as the Assistant Treasurer (2000) and Secretary General (2012) on the PRSK Council and was also a founding official of the Association of Public Relations and Communication Management Firms (APReCoM), a Chapter of PRSK. He was awarded the prestigious PRSK Golden Award for his contribution to the growth and development of public relations in Kenya.



# GRACE MUNJURI MPRSK,

Team Lead at Brand Magnets Limited

Grace is Team Lead at Brand Magnets Limited, a corporate communication and public relations agency firm that has been in the market for 13 years.

Prior to starting Brand Magnets, where she has provided high-level counsel for many clients, Grace served as the Corporate Communication Head at the Agricultural Society of Kenya(ASK) and the Federation of Kenya Employers (FKE). She developed the concept for the Prime Minister's Round Table, which was the advocacy platform for the private sector, today known as

the Presidential Round Table. She was also part of the team that guided private sector communication for cohesion in the wake of the post election violence of 2007/8.

Grace sat in the PRSK Council from 2009 to 2014 when she exited as Vice-Chairperson. During her tenure, she lobbied for the Global Alliance for PR and Communication Management to host the WCPREE in Kenya. She also served at APReCoM, where she successfully organised annual golf tournaments for three years whose proceeds support mentorship of graduate communication beginners. She was also a member of the taskforce that developed the draft Institute of Public Relations and Communication Management Bill.



## BERNARD OSERO

Manager Corporate Communications,  
Kenya Ports Authority

Currently serving as the Manager Corporate Communications at the Kenya Ports Authority, Bernard holds a Bachelor of Arts' degree in Political Science and Linguistics from the University of Nairobi and a Master's degree in Communications from Daystar University.

He has chaired the Communications Committee of the Port Management Association of Eastern and Southern Africa (PMAESA), and is a member of the International Association of Ports and Harbours (IAPH) communication

committee. He currently chairs the Corporate Social Investment Programs at KPA. He also recently participated as member of the IAPH-COVID-19 Taskforce, which developed guidelines and best practices for global ports in response to the pandemic. He is the co-chair of the Government task force for Lamu fishermen compensation and head of the Mombasa Port and Northern Corridor Charter (MPNCCC) Communication Committee.



# YOLANDA ANDERSEN, FPRSK

Managing Director of Yolanda Tavares  
Public Relations

Currently serving as the Managing Director of Yolanda Tavares Public Relations, a firm that has grown over the past thirty-six (36) years to become one of the leading public relations agencies in Kenya, Ms. Andersen has 40 years' experience in managing communication programmes in East Africa, including in event management, exhibition and conference management in both the private and public sectors.

She is a Fellow of the Public Relations Society of Kenya (PRSK) and a past board member of the International Public Relations Association (IPRA). She has also served as the National Co-ordinator of IPRA in Kenya for seven years. Additionally, she is a Senator of Jaycees International.



## JUDITH SIDI

Head of Corporate and Regulatory Affairs,  
Kenya Commercial Bank Group

Judith is the Kenya Commercial Bank Group Head of Corporate and Regulatory Affairs and was in 2021 recognized by the United Nations Global Compact as the Global Sustainable Development Goals (SDGs) local pioneer in Kenya. She was also recognized as the top 10 women to look out for in the banking sector through the Angaza Awards.

She has spearheaded several strategic KCB Group initiatives, including designing, championing and mainstreaming Sustainability

Finance, Responsible Business and Sustainable Development Goals (SDGs) to enhance impact reporting, drive progressive sustainable practices and communication in the local, regional and global environment.

She is the Chairperson of the Membership Committee on the Women on Boards Network (WOBN). She graduated from United State International University-Africa (USIU-A) with a Master's degree in International Relations; a degree in Communication Arts from Daystar University and a Diploma in Journalism from the Kenya Institute of Mass Communications (KIMC). She has undertaken several strategic leadership and governance courses.



# ANNE KAARI- MACHOKA

Head Corporate Communications  
Department at the Kenya Forest Service

Currently heading the Corporate Communications Department at the Kenya Forest Service, Anne has over 20 years' experience in communications and public relations. She has also previously worked in South Sudan as a champion of various social causes and

holds an M.A Corporate Communication and M.A International Studies, both from the University of Nairobi. In addition to a Bachelor's degree in Communication Arts from Daystar University, she is also a graduate of the National Defence College, Kenya.



# OKOTH OBADO

Managing Director,  
Redhouse Public Relations

Currently serving as the Managing Director for Redhouse Public Relations, Okoth has over 10 years' experience in business and financial journalism and a further 20 years of experience in the demanding field of strategic public relations.

Previously Managing Director of Ogilvy Public Relations Worldwide Kenya, Okoth formulated and successfully implemented award-winning

communication strategies for leading local and multinational brands such as KenGen, Telkom Kenya, Barclays Bank (now Absa), Kenya Airways and The Coca-Cola Company.

As a publisher, Okoth published *A Handbook on Criminal Procedure in Kenya* by Prof. P.L.O Lumumba during his tenure as Editor and Publisher at Business Trends Limited. He also conducted and published country business surveys on Malawi and Uganda.



# LAWRENCE GIKARU

Managing Director,  
Apex Porter Novelli (APN)

Lawrence is the Managing Director of Apex Porter Novelli (APN), a full-service Public Relations and Strategic Communications agency, which he founded more than 15 years ago. He previously worked at the Kenya Medical Research Institute, the Commonwealth Regional Health Community Secretariat in Arusha, United Nations Children Fund in New York and the Johns Hopkins University Center for Communication Programs Regional Office in East Africa.

Lawrence draws from a rich multi-disciplinary base of education combining the sciences,

business management, strategic communication, sustainability and responsible business practices. He has an equivalent of a Masters' degree obtained under a Fulbright Fellowship programme at the University of Minnesota in the United States, a bachelor's degree in science and education from the University of Nairobi as well as a post-graduate diploma in mass communication from the same university. A life-long learner, Lawrence has undertaken executive education courses at the Harvard Business School, Strathmore Business School and the Johns Hopkins University School of Public Health in the U.S, among others. He is also the founding chairperson of the Association of Public Relations and Communication Management Firms (APReCoM). Lawrence is active in humanitarian service and has served as president of the Rotary Club of Milimani.



# DR. WILFRED MARUBE

Chief Executive Officer, Kenya Export  
Promotion and Branding Agency

Dr. Marube is the Chief Executive Officer of the Kenya Export Promotion and Branding Agency, and a board member of the International Trade Centre (ITC) Advisory Board for Institutions and Ecosystems.

He has served in various capacities to advance excellence in Public Relations and Communication Management, including heading the Public Relations Society of Kenya (PRSK) and as a member of the Global Alliance for Public Relations and Communication Management Board and Delegate-at-Large for Africa.

He has lectured at the Strathmore University's Business School and Jomo Kenyatta University of Agriculture and Technology, alongside the Kenya School of Monetary Studies, Kenya School of Law, Chartered Institute of Public Relations and AFROSAI-E in Pretoria. He is a graduate of Moi University (Bachelor's and PhD programmes) and Egerton University (Masters).



# DR. RAHAB NJERI NYAGA (POSTHUMOUS)

Dr. Rahab Nyaga contributed immensely to the public relations and communication management industry by training several practitioners at both Daystar University and the Pan Africa Christian University, the latter at which she was Dean and Head of the Department of Communication, Languages and Linguistics until her passing this year. She chaired the taskforce behind the Institute for Public Relations and Communication (IPRAC) Bill, which handed the document to the PRSK Council in March 2019. The bill is currently undergoing various stages in the law enactment process.



# MWADIMEH WA'KESHO (POSTHUMOUS)

The late Mwadimeh Wakesho was from 2006 a Public Relations Officer at the Kenya Civil Aviation Authority (KCAA) until his unexpected demise last year. He was well known for his writing, a craft in which he ensured each of his many interns were well grounded. He embraced the power of images as a communication tool - especially photography - and incorporated his love for PR with his graphic design duties. He deployed graphic design as an integral part of KCAA's public relations and communication management strategy. Mwadimeh was champion of PRSK and came up with a programme to train countless students who would come to him for internship and industrial attachment. He ensured that they joined PRSK by making it a condition for getting a reference letter from KCAA.

# PRSK TOP 50 WARRIORS GALA PICTORIALS



The Cabinet Secretary, Ministry of Co-operatives & Micro, Small and Medium Enterprises (MSMEs), Mr. Simon Chelugui (Right) confers the PRSK@50 Warrior Award to Paul Udoto, Assistant Director, Kenya Wildlife Service (Left).



The Cabinet Secretary, Ministry of Co-operatives & Micro, Small and Medium Enterprises (MSMEs), Mr. Simon Chelugui (Right) confers the PRSK@50 Warrior Award to Tabitha Mutemi, Head Corporate Affairs, Independent Electoral and Boundaries Commission (Left).



The Cabinet Secretary, Ministry of Co-operatives & Micro, Small and Medium Enterprises (MSMEs), Mr. Simon Chelugui (Right) confers the PRSK@50 Warrior Award to Joseph Ndegwa, Senior E-Books Editor, at the Kenya Literature Bureau (KLB) (Left).



The Cabinet Secretary, Ministry of Co-Operatives, Micro, Small and Medium Enterprises (MSMEs), Mr Simon Chelugui (Right) presents the PRSK@50 Warrior Award to Dr Christopher Khisa, Head of Public Relations and Communications at the National Social Security Fund (NSSF)(Left)

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Hon John Kiarie, MP Dagoretti South and National Assembly Chairman Committee of Information, Communication and Innovation (Right) presents the PRSK@50 Warrior Award to Dr John Oluoch, Director of Placement Coordination and Career Development at Kenya Universities and Colleges Central Placement Service. (Left)



The Cabinet Secretary, Ministry of Co-Operatives, Micro, Small and Medium Enterprises (MSMEs), Mr Simon Chelugui (Right) presents the PRSK@50 Warrior Award to Beatrice Kung'u; Deputy Director STRATCOM at the Ethics and Anti-Corruption Commission (EACC) (Left)



The Cabinet Secretary, Ministry of Co-operatives & Micro, Small and Medium Enterprises (MSMEs), Mr. Simon Chelugui (Right) confers the PRSK@50 Warrior Award to Stephen Wangaji, Head, Public Relations and Communication The Office Of The Controller Of Budget (Left).



Hon John Kiarie, MP Dagoretti South and National Assembly Chairman Committee of Information, Communication and Innovation (Right) confers the PRSK@50 Warrior Award to Jane Gitau, FPRSK; Head of Communications at Kenya Seed Company (Left)

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Hon John Kiarie, MP Dagoretti South and National Assembly Chairman Committee of Information, Communication and Innovation (Right) confers the PRSK@50 Warrior Award to Peter Mutie, FPRSK; Executive Director and CEO of Peterson Integrated Communications Ltd (Left)



Hon Allan Chesang, Senator Transzoia County and Senate Chairman Committee of ICT (Left) confers the PRSK@50 Warrior Award to Grace Munjuri, Team Lead at Brand Magnets Limited (Right)



The Cabinet Secretary, Ministry of Co-Operatives, Micro, Small and Medium Enterprises (MSMEs), Mr Simon Chelugui (Left) confers the PRSK@50 Warrior Award to Bernard Osero; Manager Corporate Communications, Kenya Ports Authority (Right)



Hon Allan Chesang, Senator Transzoia County and Senate Chairman Committee of ICT (Right) confers the PRSK@50 Warrior Award to Yolanda Engell Anderson FPRSK; the Managing Director Yolanda Tavares Public Relations (Left)

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The Cabinet Secretary, Ministry of Co-Operatives, Micro, Small and Medium Enterprises (MSMEs), Mr Simon Chelugui (Left) confers the PRSK@50 Warrior Award to Anne Kaari- Machoka; Head of Corporate Communications, Kenya Forest Service (Right)



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## **PUBLIC RELATIONS SOCIETY OF KENYA (PRSK)**

The Public Relations Society of Kenya (PRSK) is the umbrella body that brings together over 14,000 Public Relations and Communications professionals to advance excellence in the industry. PRSK has been in existence since 1971 and is the body that recognizes PR and Communication talent in the Republic of Kenya.