



# JUDY SIRIMA

@judysheri

Judy is an exceptional leader who uses her strategy and skills to communicate government policies and programs to the public. She designs and leads programs at all levels, and across all sectors.



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Assistant Director, Public Communications,  
Ministry of Health, Pharmacy and Poisons Board.

Q1

**What excites you about the Public Relations industry?**

The thing that excites me about the public relations industry is the ability to make real impact. The ability to shape public opinion, influence behavior, and drive real change.

Q2

**What skills have you acquired over the years and how have these skills propelled your public relations journey?**

Over the years, I have developed strong writing and communication skills, media relations and strategic thinking. These have propelled my journey in PR in the government sector.

Q3

**Who are some of the historical women who have inspired you over the years? How have they inspired you?**

Wangari Maathai, Kenyan environmentalist and political activist, Graca Rachel women rights advocate, Malala Yousafzai a Pakistan education activist, and Oprah Winfrey an American media executive among others have inspired me over the years.

These women have inspired me to be passionate about what I do to promote public health. They have taught me that one person can make a difference in the society. They have inspired me to take action and get involved in public service.

Q4

**What's the best advice you can give young and upcoming women in the industry?**

Believe in yourself. Have confidence in your abilities and trust your instinct, network and build relationships, embrace failure, be resilient, mentor and be mentored, stay informed, keep learning, empower and support other women.

Q5

**What would you like to see in the PR profession in the next 5 years?**

I would like to see greater integration of technology with the increasing use of AI. This may include the use of chatbot and automated reporting. I also think it is important to increase focus on data-driven PR and evidence-based decision making. Greater use of visuals and interactive content to engage audience and to content with audience emotions through story telling is critical too.

Q6

**What are some of the challenges that women face in the PR journey and how can they be solved?**

Women go through a lot of challenges in the industry. Some of these are the lack of representation. We are underrepresented in leadership positions in the PR industry. We also have a challenge with work-life balance; gender based bias and discrimination including sexist comments; unequal opportunities; pay disparities; stereotypes that limit their opportunities for growth and success; limited access to mentorship and sponsorship opportunities among others.

I believe we can work towards increasing representation in leadership positions by encouraging women to pursue careers in PR and advocate for more inclusion in the workplace. We can also encourage mentorship and sponsorship programs to help women develop their careers; implement diversity and inclusion programs to address bias and discrimination; address pay disparities (implement policies to ensure women are paid well); promote work-life balance by implementing flexible work arrangements such as telecommuting and flexible schedules to help women balance career and life.

**Parting Shot**

The public relations industry presents both opportunities and challenges for women, but with right support and resources, women can thrive in their PR careers.



TOP  
WOMEN  
IN **PR**

*Judy Sirima*