

## Female profiles

### Atinuke Babatunde



With over 18 years of experience in various roles, Atinuke Babatunde joined M-Net as the Head of Channel for Africa Magic Entertainment (now Africa Magic Showcase) in 2014. A year later Atinuke was promoted to Head of Channel for Africa Magic Urban and led the team that converted the channel from a movies-only channel to a General Entertainment channel. As a content enthusiast with a passion for African stories, she was also responsible for coordinating local content acquisition for Showmax.

Atinuke is one of 200 women selected in the first Cohort of the Africa Women Entrepreneurship Cooperative (AWEC), for which 2 300 women from 52 African countries had applied.

She holds an MSc degree from the University of Lagos and an MBA from Lagos Business School and is a PhD candidate at the Herriot-Watt university in Edinburgh. Atinuke is also a member of the British Academy of Management and an associate member of the Nigerian Institute of Marketing of Nigeria and the Advertising Practitioners Council of Nigeria.

Atinuke is passionate about mentoring and coaching and is involved in various mentorship initiatives such as the Women in Management Business and Public Service (WIMBIZ).

### Leah Kooma



As a woman, holding the position of Managing Director at MultiChoice Zambia is emblematic to every woman out there, it entails that it is possible for you to dream, rise and be whatever you want to be, as long as you work hard, and you never give up.

With over 19 years of experience in various roles and organisations, Leah Kooma joined MultiChoice as the Commercial General Manager for GOtv in 2017. Leah later became the Chief Customer Officer for MultiChoice Zambia before rising to MultiChoice Zambia's Managing Director in 2021.

Leah holds a Bachelor's degree in Development Studies and Economics from the University of Zambia and an MBA from the University of South Wales. She is a member of the Zambia Institute of Marketing and serves on its council.

## Celebrating diversity

### Female profiles continued



#### Jacqueline Lohay Woiso

With over 20 years of experience in various roles, Jacqueline Lohay Woiso has driven change in local and multinational organisations. Jacqueline is currently the Managing Director at MultiChoice Tanzania serving on the boards of several organisations such as the Culture and Arts Trust Fund, the Association of Tanzania Employers and various others. She is also currently serving as the Vice Chairperson of the Culture and Arts Trust Fund.

Jacqueline holds an MBA in Business Administration and Management Operations from Milpark Business School.



#### Doris Ohanugo

Having started out at DStv in 2012 as Regional Manager of DStv Media Sales, Doris Ohanugo is now the Executive Head of DStv Media Sales. Doris holds an MA in History and Strategic Studies from the University of Lagos and professional certifications from Lagos Business School, Pan Atlantic University, and the Gordon School of Business Science at the University of Pretoria. She has overseen several DStv projects, including two Nigerian Idol seasons.



#### Nancy Matimu

With 20 years of experience driving growth through transformation, capacity-building and innovation, Nancy Matimu has been the Managing Director of MultiChoice Kenya since 2019 and is the first woman to head up MultiChoice Kenya in its 25 years of existence.

Nancy serves on the boards of various organisations, locally and globally, and is the Vice Chairperson of the KCA University Council and the Chairperson of the strategy and business development committee. She holds an MBA in Strategic Management from Strathmore University, a Bachelor's degree in Environmental Studies from Kenyatta University, and has completed courses for professional development such as the

MultiChoice Chairman's Top Leaders Programme in customer centricity on the digital era, as well as in designing strategy in the digital world and transformational leadership in digital from Harvard Business School.

Nancy's invaluable work is continuously celebrated, and she has been bestowed several accolades, such as the 'Business Monthly Top 25 most influential CEOs impacting business 2022' and 'Business Daily SBS women leaders breaking the glass ceiling' in corporate Kenya.

## Victoria Nzale Goro



As the Academy Director of the MultiChoice Talent Factory, East Africa Academy, Victoria Goro has vast experience spanning 30 years embedding innovation in documentary production through repurposing content to reach wider audiences. Victoria spearheaded the first national initiative with a dedicated under-study/internship opportunity framework for international productions to mentor upcoming Kenyan film professionals. She also led the roll out of Film Marketing and Dissemination Services in the public sector.

Having served on several Kenyan national taskforces aimed at reorganising the film sector, Victoria's key achievement was paving the way for the establishment of Kenya's first publicly funded national talent institution.

Victoria holds a MA degree in Communication Studies, BA Literature and Post Graduate Diploma in Mass Communication from the University of Nairobi and is pursuing her Doctorate in Film Studies at Kenyatta University. In 2021, Victoria received National Honours – the Order of the Grand Warrior of Kenya - for her contribution to the development of the Film industry in Kenya.

## Gelila G Michael



At MultiChoice Ethiopia we believe in the potential for our content and technology to create real, meaningful value for very large numbers of our people. The power of entertainment – especially when it is delivered the MultiChoice way, with excellence, integrity and empathy – cannot be underestimated. We have only just begun to unlock this potential, and to unleash this power. Together we can do remarkable things, for the good of us all.

Known for her passion for empowering young talent and her intolerance for mediocrity, Gelila G Michael has been a trailblazer of subscriber management service in Ethiopia as the co-founder and Managing Director of MultiChoice Ethiopia. Established with just two employees (including Gelila), under her leadership MultiChoice has grown to have over 180 employees, installers, retailers and agents, with DStv becoming the most popular satellite TV brand in the country.

# Celebrating diversity

## Female profiles continued



### Fhulufhelo Badugela

Driven by a genuine interest in people and their wellbeing and a passion to see people thrive, Fhulufhelo started at MultiChoice in 2007 as an Industrial Psychologist intern and went on to hold various positions before becoming the CEO for MultiChoice Africa Holdings. Fhulufhelo holds an Honours degree in Industrial Psychology from the University of Witwatersrand, a Negotiation Certificate from Harvard Law School and completed the MultiChoice Group Chairman's Top Leaders Programme powered by Harvard. She is a passionate sponsor of the MultiChoice Group Women's Forum.

How women rate the way they work on a daily basis and how they are supported, how they are given a voice, and how they are empowered – that's the real change we are trying to make.



### Busola Tejumola

Having been with MultiChoice for over a decade, Busola Tejumola is the Executive Head of Content and West Africa Channels. Busola has held various other positions, such as Consumer Insight Manager, Head of Strategy, GM Production and Executive Head of Content. With a passion for creating opportunities that shape the future of content creation, distribution and television Busola led the team that re-birthed Big

Brother Naija. Busola holds an MA in Management Information Systems from the University of Surrey, and a PhD in Management Information Systems and Computing from Brunel University. Busola mentors young women who are in university and secondary school and volunteers at a charity organisation that facilitates the education of underprivileged kids.

## Sian Saitonik



A passionate sports tourist, Sian Saitonik is the DStv Marketing Executive and Brand Manager of Maisha Magic Channels. Sian led the launch of the DStv business product revamp in Kenya and raised awareness for the new bouquets Stay, Play and Work. Sian holds a BA in Communication, Public Relations and Advertising from Daystar University, a Diploma in Marketing from Kenya

Institute of Management and is currently pursuing an MA in Development Communication at Daystar University. Sian has volunteered at Citi CSR where she engaged youth about their career goals and passions. She also volunteers at PedalWise Cycling Club, where she has raised funds through cycling and multisport events.

## Caroline Oghuma



Before being appointed in 2017 as the executive head of corporate affairs for DStv Nigeria, Caroline Oghuma was the PR manager for DStv for four years. Caroline holds a BA in English from the University of Lagos as well as certificates for Business and Senior Management programmes and is a member of the Nigerian Institute of Public Relations. Caroline has received awards such as the Outstanding Female Public Relations

Professional of the Year from WIMCA and Public Relations Personality of the Year from Marketing Edge. She volunteers her time teaching young adults on communication strategies that will help them shine in their careers.

## Hasiya Abdu



Hasiya holds several roles within MultiChoice Nigeria, including the Executive Head of Customer Experience and Care. With her experience in banking, sales, marketing, media, and entertainment, Hasiya has successfully contributed to the growth of the business across various functions. She holds an MSc in

Development Studies and a Postgraduate Degree in Management while continuously pursuing excellence and growth through various leadership trainings from Lagos Business School Pacific institution and London Business School.

# Celebrating diversity

## Female profiles continued



### Nwabisa Matyumza

Having been involved in several key projects at MultiChoice since 2010, Nwabisa Matyumza is currently the director of the MultiChoice Talent Factory. In 2017, Nwabisa was named in the Mail & Guardian Top 200 Young South Africans as a notable leader in the media industry and nominated as the Media Personality of the Year in the Africa Youth Awards. Nwabisa studied political science and media at the university of Cape Town and is currently pursuing an MBA from the Henley Business School.



### Fahmeeda Cassim Surtee

With multiple qualifications in media management, strategic marketing, strategic planning, business management and journalism, Fahmeeda Cassim Surtee joined MultiChoice Group in 1998 and now serves as the CEO of DStv Media Sales.



### Omoyeme Effiong

As the Executive Head of Customer Value Management for MultiChoice Nigeria, Omoyeme Effiong has used her 15 years of experience to drive MultiChoice Nigeria's revenue goals.

Omoyeme holds a degree in Economics from Babcock University and continues to sharpen her leadership skills through certifications from Lagos Business School. In 2021, Omoyeme was honoured as one of the Global Top 100 under 40 list in the Business and Entrepreneurship space by the Most Influential People of African Descent (MIPAD).



## Nomsa Philiso

Nomsa Philiso is a business generalist with influential broadcast media expertise. She has extensive broadcast and media experience, spanning over 26 years, (a quarter of that decade having been spent with the South African public broadcaster). She has worked across media sales, channel and content management as well as technology project implementation, and has an

in-depth understanding of audience needs across the spectrum. She joined Multichoice in January 2020 as Channel Director for Local Entertainment and was appointed Executive Head: Programming in October 2021.



## Saret Marais

Saret is the Executive Head of Digital Enablement for MultiChoice Group, responsible for leading the transformation to digital first customer experiences for MultiChoice South Africa, Africa and SuperSport. During her first two years with the business, adoption of the digital platforms more than doubled and monthly payments via self-service have increased by more than 300%.

Prior to joining Multichoice, Saret spent several years in the financial services industry, where she was instrumental in driving the digital strategy and agile ways of work for Absa's Retail and Business Bank. With over 15 years of experience, her career also includes leadership positions in Absa's Technology division and at KPMG.

Saret is passionate about the power that digital enablement brings in business transformation, implementing meaningful innovation and applying design thinking. Her key strength is building new teams and capabilities to solve critical business problems. She is also an avid supporter youth and young talent development and has spearheaded various graduate programme over the course of her career.