

Kantar fuels growth in the Middle East & Africa through strategic appointments

Issued by [Kantar](#)

12 Apr 2023

Kantar, the world's leading marketing data and analytics company today announces three senior appointments in support of the next phase of company growth in the Middle East and Africa region.



[Ndeye Diagne](#) has been appointed managing director, West, East & Central Africa and joins the MEA leadership team. Inclusion & Diversity champion and award-winning keynote speaker, Diagne holds an impressive record of client successes and positive impact on brands operating in and outside the region.

She is deeply enthusiastic about Africa and its potential and is the founder of Africa Life – Kantar's most distinctive insights programme about Africa, its trends and people. Diagne grew her career through a series of critical roles – from managing director of Francophone Africa to managing director for Nigeria, and, ultimately managing director for West Africa in 2021.

Daniel Oseman adds chief growth officer, West, East & Central Africa, to his remit as managing director, East Africa. Having led Kantar's East Africa Insights business for the last three years, Oseman passionately believes in the power of insight to help brands grow.



With over 14 years of research experience, Oseman has extensive knowledge of brands' business challenges in the region, making him an ideal partner to help guide our clients. In his new dual role, he will help deepen Kantar's data and technology strategy to shape the brands of tomorrow.



Astrid Ricketts appointed sustainable transformation practice lead, Middle East & Africa. Ricketts has been integral to the launch of Kantar's Sustainability Practice in the region, delivering strategic insight and advice to help businesses and brands futureproof through sustainable transformation.

Insights from Kantar's Sustainability Index further help shape solutions to societal and environmental problems facing consumers and businesses today.

"I'm delighted to see our talent grow into roles of increased responsibility. Ndeye, Dan and Astrid are inspiring leaders and well-known industry experts whose success is shaping the brands of tomorrow. Also, they are testimony to our commitment to creating rewarding career paths and meaningful progression within the company. I look forward to working with Ndeye, Dan and Astrid as we pursue growth for the business and the brands we serve," said Adeola Tejumola, executive managing director for Middle East & Africa.

Kantar's people are at the heart of its global growth strategy; as the company continues accelerating its innovation journey to become the indispensable brand partner to the world's top companies.

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