

Mi-Fone appoints Kenya country manager

Mi-Fone has appointed Victor Odada as the country manager of Kenya to increase the presence of the mobile devices brand in Kenya. Odada will be in charge of developing customer and business relationships that will help meet the dynamic needs of the mass-market sector in Kenya.



Victor Odada

Prior to his appointment, Odada worked as a marketing manager at Entertainment, Solutions & Innovation Emtel Ltd Mauritius. In the area of mobile communications, he has undertaken numerous cross functional projects that have resulted in new product development, which have involved working in cross functional teams as well as liaising with the financial sector, technology partners and government bodies.

Odada said that he looked forward to driving aspiration and ownership among consumers.

"Mi-Fone is a proud African brand and we need to leverage on this especially with the youth just as the tag states "Mi-Fone" we want them to own it and make it "MY Phone" for their belief and patriotism of it," he said.

While commending Victor on his appointment, Mi-Fone CEO, Alpesh Patel expressed confidence that Odada's experience would help influence the stakeholders in the mobile industry to share in the passion that is the driving force of the Mi-brand.

Patel says "Victor has a persuasive and extensive knowledge in team and resource planning and developing customer value proposition, which is an asset to the growth of our brand, we welcome him on the Mi-Fone team at a crucial time in the growth of our business in Kenya and East Africa".