

## 99c appoints managing director for Lusaka

Ninety9cents (99c) has appointed Natasha Omokhodion-Banda as the Managing Director of the Lusaka office. Omokhodion-Banda will be responsible for heading up the agency's operations, and ultimately, growing the agency into broader Africa.

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Andrew Brand, Managing Director at 99c, says, “Opening the Lusaka office has been new territory for us, and we knew we needed to find the perfect candidate to manage the business.

“Natasha’s passion and drive to do great work is extremely admirable and something we look for in our people, while her impeccable credentials gives us a strategic edge to create real momentum in the market. We have every faith that she will help us make our mark as a pan-African independent group.”

Omokhodion-Banda’s experience spans a decade across a wide range of disciplines, including media planning and buying, public relations, event management, brand development, and corporate communications. She has previously held positions as Media Specialist at Zamtel (Zambia), Head of Media and Public Relations at The Jupiter Drawing Room in Lusaka, and Country Head of Marketing at Ecobank Zambia.

“I am incredibly excited to join the 99c family, and to work across a global playing field. I look forward to doing my part in growing the agency in an African market, and believe there is massive potential to do great things here,” says Omokhodion-Banda.

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