

New appointments at Scanad Nigeria

By [Carole Kimutai](#): [@CaroleKimutai](#)

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Rufai Ladipo has been appointed as the new chief executive officer of Scanad Nigeria Limited, the newest subsidiary of marketing services group of Scangroup Limited and partly owned by WPP. Fagbohun Abiodun Mesharck has also been appointed as head of media, while Kenyan Sameer Ambegaonkar has been appointed as managing consultant. The appointments are aimed at supporting the company's growth and expansion strategy in Nigeria.



Rufai Ladipo

Rufai Ladipo

Ladipo is the immediate past president of the Association of Advertising Agencies of Nigeria (AAAN) and a fellow of Advertising Practitioners Council of Nigeria (APCON). He joins Scanad Nigeria from STB-McCann, where he served as managing director/CEO for eight years. While at STB-McCann, he played a key role at the McCann-World Group level. Some of his achievements at STB-McCann included oversight responsibility for the McCann Healthcare corridor in key West African markets; and the re-engineering of the agency's processes and structures towards profitability.

Fagbohun Abiodun Mesharck

Fagbohun the new head of media is a chartered advertising and marketing practitioner and full member of Nigeria Chartered Institute of Marketing (NCIM) and Advertising Practitioners Council of Nigeria (APCON) with 22 years of post-graduation experience. He also served as managing director of CM3 Media Group, a marketing communication group of companies and as the deputy managing director at Universal McCann.

Sameer Ambegaonkar

Ambegaonkar joins Scanad Nigeria from Kenya where he was the managing director of the Scanad Kenya for the last ten years. He has over 30 years of experience in the advertising business, the last 18 of which have been in East Africa. He will be in-charge of strategy development and direction and people and skill development, and is expected to help Scanad Nigeria attain respectable stature in Nigeria.

Making the announcements, Scangroup chief executive officer, Bharat Thakrar said, "We are excited to bring experienced leaders to join Scanad Nigeria at this critical juncture. Ladipo, Fagbohun and Ambegaonkar have extensive experiences in their respective fields that we were seeking to help build this nascent company into one of the best marketing and communication companies in Nigeria."

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Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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