

Vodafone Uganda gets new CEO

KAMPALA: Allan Richardson has been appointed the Chief Executive Officer of Vodafone Uganda. He takes over from Tage Rasmussen who has been acting in the position since earlier this year.

Vodafone launched its commercial operations in Uganda on February 9, 2015 offering both voice and 4G LTE high-speed data services. Vodafone's 4G high-speed data services are currently available in Kampala and Entebbe, but plans are to rapidly expand the footprint to other towns in Uganda.



According to a press release, Richardson has a track record of achieving results in challenging and competitive environments. He has over 20 years' experience including stints with Shell, ITT and global drinks giant, Diageo.

Richardson has worked in the telecoms industry as a Program manager, CFO, COO and CEO and has been responsible for launching new operations and managing restructuring programs in countries such as Thailand, Sweden, Iraq, Afghanistan and Palestine.

Prior to joining Vodafone, Richardson worked as the interim chief operating officer for Digicel Haiti which he joined in November 2013. He has also been involved - via Quicksilver Management Services - as an advisor and non - executive director with businesses in telecommunications and software services.

He has a special interest in change management, team building, corporate governance, program management, IT, commercial and financial management. A citizen of the UK, Richardson is also a qualified accountant and holds Masters degrees in international banking and IT.

As part of its launch, Vodafone Uganda announced the launch of unlimited data plans which is targeted at the business & individual customers. Offering unlimited data plans for the consumer market is a first in the Ugandan market.

Price for the monthly unlimited plan starts from only Ush149,000 per month (just under \$50) that is less than Ush5,000 per day. Vodafone claims for this price, customers can enjoy unlimited downloads, surfing and streaming at great speeds.

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