

## Mike Walsh in Kenya for mentorship programme

Globally-renowned integrated marketing communications expert, Mike Walsh is in Kenya for a week long mentorship visit. Walsh, former CEO of Ogilvy & Mather (O&M) Europe and chairman of Ogilvy United Kingdom is an Ogilvy worldwide ambassador.

By [Carole Kimutai](#) 22 Sep 2008

The visit has been organised by Ogilvy East Africa and will feature a series of training sessions for local brand and marketing managers in the face of new generation, integrated marketing communications challenges.

“As practice leaders in this region, Ogilvy East Africa is proud to host Mike Walsh as we endeavour to midwife the delivery of cutting edge new generation integrated marketing communications solutions. Given the vibrancy and sophistication of the local market, Walsh's practical wealth of experience will come in handy in shaping local aspirations and further raising local standards of service delivery,” said Koome Mwambia, Ogilvy East Africa Group CEO.

Walsh is a career advertising professional and one of Ogilvy's foremost global ambassadors having joined O&M in 1983 after 11 years at Young & Rubicam, where he worked on a number of the agency's major clients. A year into his retirement in 2005, Walsh in an interview with a leading advertising magazine confirmed that he had embarked on a global mentorship program in retirement alongside his social involvements with the Red Cross and the UK's Disaster Emergency Committee.

### ABOUT CAROLE KIMUTAI

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