

Airtel appoints new product, innovation director

NAIROBI: In its continuous efforts to drive and deliver relevant and innovative mobile solutions Africa, Bharti Airtel has announced the appointment of Willie Ellis as the new product and innovation director for Africa.

Ellis, who was the managing executive responsible for creating and leading IT and billing, products and services, technology strategy, architecture and planning at Vodacom South Africa, brings over 16 years of experience in the telecommunications industry.

Speaking on the appointment of the new product and innovation director, Airtel's chief marketing officer for Africa, Andre Beyers, said, "Airtel intends to be at the forefront of mobile innovation that has direct benefit millions of customers especially in voice, data and content.

Beyers continued, "We are making bold steps in bolstering our ability to produce and commercialise world class products, whilst enhancing our innovation credentials in a rapidly evolving voice and data communication environment. We will use consumer insights to develop and roll-out innovative, best-in-class products and services that delight our customers every day and create a high degree of differentiation."

For more, visit: <https://www.bizcommunity.com>