

Beat: Business

AFRICAN DEVELOPMENT BANK APPOINTS MRS NAFISSATOU NDIAYE DIOUF ACTING DIRECTOR

FOR COMMUNICATIONS & EXTERNAL RELATIONS

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USPA NEWS - The African Development Bank Group (www.AfDB.org) is pleased to announce the appointment of Mrs. Nafissatou N´diaye Diouf as the Acting Director for Communications and External Relations Department (PCER), effective 1 April 2020. Nafissatou, a Senegalese national, is currently a Division Manager in the Communications and External Relations Department of the African Development Bank Group. A dedicated and results driven communications professional, Nafissatou brings over twenty (20) years of experience to the role, with a comprehensive background in corporate communications, public relations, journalism, digital and media Development.

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Nafissatou, a Senegalese national, is currently a Division Manager in the Communications and External Relations Department of the African Development Bank Group. A dedicated and results driven communications professional, Nafissatou brings over twenty (20) years of experience to the role, with a comprehensive background in corporate communications, public relations, journalism, digital and media Development. Since her appointment as Division Manager in 2018, Nafissatou has fostered agile communication strategies, consistently reflecting cohesion with the Bank´s vision. She has built and led a world-class team of editors, writers, digital and media specialists, resulting in exponential increase in coverage and awareness around the Bank´s strategic objectives and projects. Prior, Nafissatou had served as a communications consultant with the Bank´s Private Sector and Infrastructure Complex and Trade Department from 2016 to 2018, during which she engaged with Regional Integration and Trade Department Senior Management, streamlining communication and public relations strategies across a variety of platforms.

Before joining the Bank, Nafissatou, the founder and Managing Director of 54 Communications company, in Dakar, Senegal from 2011 to 2017 provided leadership for the cross-functional development and delivery of compelling public relations, branding, communication and event management strategies for a broad spectrum of public and private entities.

Nafissatou also worked as Public Relations Director for Francophone Africa ZK Advertising, Johannesburg, South Africa during which she demonstrated a keen aptitude for cross-cultural leadership, managing teams of public relations professionals, account managers and country representatives across seven African countries, including Gabon, Niger, Chad, Madagascar, Burkina Faso, the Democratic Republic of Congo and the Republic of Congo. With a creative and collaborative approach to project management within challenging markets, Nafissatou excels in strategic storytelling, content development, capacity building and mentoring.

Prior to her transition into corporate communication, Nafissatou worked as a journalist with the Associated Press (AP), covering international conflicts and crises west and central Africa including Liberia, Côte d'Ivoire, the Democratic Republic of Congo, Niger, Mauritania, and the Central African Republic. Many of her breaking news stories were featured in global newspapers such as the Washington Post, USA Today, The Boston Globe and the LA Times. Nafissatou also worked as an Open-Source Officer for the Foreign Broadcast Information Service (FBIS), a division of the Central Intelligence Agency's Directorate of Science and Technology. A native French speaker, Nafissatou holds a Master of Arts degree in Interpreting and Translation from Salford University in the United Kingdom (UK), a Bachelor of Arts (Hons) in Applied Language Studies from Thames Valley University and a Diploma in Journalism and Newswriting from the London School of Journalism.

Commenting on the appointment, Dr. Akinwumi Adesina, President of the African Development Bank said: "Nafissatou is a respected professional in the Communications and External Relations industry. I look to Nafissatou to steer the Department at this critical moment as the Bank responds to the rapidly changing situation of COVID-19 and to continue the excellent work done to date in the Department". Source : African Development Bank Group (AfDB).

ABOUT THE AFRICAN DEVELOPMENT BNK GROUP

The African Development Bank Group (AfDB) (www.AfDB.org) is Africa´s premier development finance institution. It comprises three distinct entities: the African Development Bank (AfDB), the African Development Fund (ADF) and the Nigeria Trust Fund (NTF). On the ground in 37 African countries with an external office in Japan, the AfDB contributes to the economic development and the social progress of its 54 regional member states. For more information: j.mp/AfDB_Media

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Editorial program service of General News Agency:

United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com