

# Kojo Oppong Nkrumah

Broadcast Journalist and Marketing Communication Consultant  
Multimedia Group Ltd. and CSGL Ghana Ltd. • Accra: Ghana  
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As project coordinator for the University of Cape Coast SIFE team competing at the SIFE Ghana National Competition, Kojo landed more than a first-place trophy – he also landed his first job. He was recruited for a position as a treasury analyst at British American Tobacco Ghana Ltd. where he was responsible for managing cash flow for the firm and managing monthly reconciliations of the books.



A year later, he was recognized for his exceptional communication skills and tapped to work as a broadcast journalist and strategy consultant hosting one of Ghana's foremost radio talk-shows for Multimedia Group Limited and CSGL Ghana Limited in Accra. The four-hour morning show attracts approximately 3.5 million listeners daily and is the highest rated show in the areas of public policy, governance, business, political and family issues.



“My sense of initiative and leadership put me at the helm of unprecedented coverage of Ghana's 2008 presidential elections,” says Kojo. “I managed a team that reported for 36 hours non-stop all over the country and collated results to make an accurate projection of the outcome. The coverage remains the toast of the Ghanaian media community!” And Kojo continues to lead efforts to deploy new programs and projects that push his company to higher levels.

“SIFE challenged me to pursue excellence and afforded me the opportunity to try my hand at business beyond classroom theories. It opened my eyes to take personal responsibility to solve some of the problems around us. Most importantly, in all I do, I strive to improve my community and the world. I made many important connections through SIFE, several of whom I invite as guests and panelists on my programs.”

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Kojo earned a Bachelor of Commerce degree from UCC in 2005 and is currently pursuing a Masters in Business Administration at the University of Ghana, Legon. He stays connected with SIFE and is a member of the SIFE Ghana Board, regularly assisting SIFE teams with their projects. He speaks at many leadership seminars challenging youth to strive higher in pursuit of their goals.