

## **Gladys S. Azure**

*Marketing Consultant Administrator  
Accra Office*



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In the areas of fast-moving consumer goods and non-governmental organizations, Gladys S. Azure is a marketing professional with more than 14 years of experience in brand strategy development and management.

Ms. Azure began her career in 2004, at Accra Brewery Ltd., a subsidiary of SABMILLER, and worked there as a brand manager for Club Minerals, Club Shandy, and Vitamalt, among others. She later joined PZ Cussons Ghana Ltd., as a brand development and activations manager, and served there for five years, managing flagship brands, such as Camel Antiseptic, and the Cussons Baby range of products.

Gladys joined Population Services International (PSI), an international NGO, in March 2017, where she worked as a marketing manager. In this role, she contributed significantly to the project of transitioning of PSI to a local entity called Total Family Health Organization (TFHO), as part of the entity's overall project objectives. Since July 2018, Ms. Azure has served as the senior marketing manager for TFHO, leading the development of the corporate image and the crafting of corporate statements and values for the new Social Enterprise.

In 2019, prior to joining the Collaboration for IT and Communication Excellence, she worked as an independent brand management consultant.

Ms. Azure holds a BSC, as well as a CIM-UK certificate in marketing, and is passionate about developing sustainable business models and marketing strategies that drive the growth of start-up businesses. ■