

Accra, Ghana
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News release

Nafissatou N'diaye Diouf joins Afrobarometer as director of communications

Afrobarometer is pleased to announce the appointment of Nafissatou N'diaye Diouf, an international communications strategist with more than 25 years of experience, as director of communications.

Effective 1 October, Ms. N'diaye Diouf will oversee the strategy, planning, and execution of all Afrobarometer communications, including wide dissemination of survey findings at the country, continental, and global levels as well as efforts to advance the network's brand and promote constructive narratives about the need to centre citizen voice in policymaking and advocacy.



Ms. N'diaye Diouf is a senior communications and external-relations executive with expertise in corporate communications, public relations, journalism, and digital media. She previously served as acting director of communication and external relations and division manager at the African Development Bank Group.

Over the past two decades, the former Associated Press journalist has led global communication campaigns in partnership with top-tier public relations and advertising agencies, including H&K Strategies and Weber Shandwick. She has equipped various public institutions and multinational corporations with dynamic communications strategies, supporting industry leaders such as Google, Airtel, Zain, the Luminate (part of the Omidyar Group), Samsung, and the World Lung Foundation. Other clients include the Rockefeller Foundation, the Kofi Annan Foundation, the MasterCard Foundation, and GlaxoSmithKline (GSK).

Ms. N'diaye Diouf has managed public relations professionals, account managers, and country representatives across several African countries, including Gabon, Niger, Chad, Senegal, Côte d'Ivoire, Burkina Faso, the Democratic Republic of Congo, the Republic of Congo, and South Africa.

A native French speaker, Ms. N'diaye Diouf holds a master of arts in interpreting and translation from Salford University, a bachelor of arts (hons) degree in applied language studies from Thames Valley University, and a diploma in journalism and newswriting from the London School of Journalism. As part of her undergraduate program, she also pursued courses at the University of California, Los Angeles and Moscow State University.

For more information, please contact:

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