

CIMG AFFIRMS EXECUTIVE CHAIRMAN OF JL HOLDINGS & CEO OF STANDARD CHARTERED BANK GHANA AS MARKETING MAN AND WOMAN OF THE YEAR 2024

Accra, Ghana: September 30, 2025 – The Chartered Institute of Marketing, Ghana (CIMG), has named the executive chairman of JL Holdings, Dr. James Orleans-Lindsay, and the Chief Executive Officer of Standard Chartered Bank Ghana PLC, Mrs. Mansa Nettey, respectively as the Marketing Man and Woman of the Year 2024. The awards were conferred at the 36th CIMG Annual National Marketing Performance Awards recently held at the Labadi Beach Hotel.

The Marketing Man of the Year 2024, Dr. James Orleans-Lindsay, was recognised for his remarkable blend of strategic vision, brand leadership, and customer-centric innovation. His ability to elevate corporate reputation and establish strong visibility across multiple industries has positioned his brand as a trusted and preferred partner. His internal marketing initiatives have driven alignment and motivation, while his socially impactful CSR programmes have set new standards for responsible marketing. Altogether, his achievements reflect a masterful integration of strategy, creativity, and purpose-driven leadership.

The Marketing Woman of the Year 2024, Mrs. Mansa Nettey, was recognised for her visionary leadership, strategic insight, and purpose-driven impact. She has redefined marketing in the financial sector by aligning global challenges with innovative solutions, empowering entrepreneurs, and connecting with emerging social classes through deep customer understanding. Under her guidance, the brand has grown steadily, with her leadership marked by authenticity, inclusivity, and a commitment to meaningful change.

Also featured on the list of personality awards were the Marketing Practitioner and Marketing Student of the year 2024. The Marketing Practitioner of the year award was presented to Ms. Asiedua Addae, who serves as the Head of Corporate Affairs, Brand & Marketing, Standard Chartered Bank Ghana Plc. Meanwhile, the Marketing Student of the year was awarded to Ms. Benedicta Nyame, Head of Business Development, UNIMAC, for

being the overall best student in the professional Marketing examinations. Other awards categories are Hall of Fame, Media/Marketing Communications, Business Organisations, Products, and Not-for-Profit Organisations.

This year's ceremony was anchored on the theme "Repositioning Brand Ghana: Marketing for Economic Growth and Transformation", a timely and strategic call to action. It underscores the critical role marketing plays in shaping Ghana's national identity, promoting our cultural and economic assets, and unlocking global opportunities. To reposition Brand Ghana effectively, we must harness the expertise of professionally qualified marketers who serve as the bridge between potential and prosperity, and between local innovation and global relevance.

Addressing both virtual and in-person participants, the National President of CIMG, Mr. Michael Abbiw, called on government to prioritise professional marketing expertise in public sector appointments. The Institute also announced the launch of a League Table to recognise organisations that actively support their staff's professional development and membership in CIMG.

On the need for policy reform to embed marketing excellence in governance, Mr. Abbiw appealed to the Chief of Staff: "Hon. Chief of Staff, as the nation's lead on coordinating government policy, we call for your leadership in championing a national policy mandating professional marketing expertise in all marketing related public sector appointments. Such a policy will embed marketing excellence at the core of Ghana's economic transformation."

On the importance of professional marketing qualifications and organisational commitment, the National President of CIMG stated: "I urge you to commit decisively to supporting your marketers in obtaining these essential qualifications. By investing in their professional development, you are investing directly in the growth and transformation of Brand Ghana. The quality of marketing in Ghana will only rise to the level of professional competence that we collectively demand and support."

On the inclusion of marketers in governance structures, the Institute made a strong case: "We implore you to establish a policy requiring the mandatory inclusion of professional marketers on all relevant state and public sector boards. This decisive policy move will drive a marketing orientation into governance that supports national economic goals."

The CIMG reaffirmed its commitment to working with government and stakeholders to ensure marketing becomes a central pillar in Ghana's economic development strategy.

The Guest of Honour, Hon. Julius Debrah, Chief of Staff, was ably represented by Nana Yaa Jantuah, Presidential Staffer, who delivered his remarks at the ceremony.

On the strategic role of marketers in shaping Ghana's future, Nana Yaa Jantuah acknowledged the profound influence of marketing professionals on national development: "I am deeply inspired by the critical role you play as custodians of our national narrative and architects of our economic future. Your work transcends traditional marketing, as you are the storytellers who shape how the world perceives Ghana, the strategists who position our industries for global competitiveness, and the innovators who drive our economic transformation agenda."

Emphasising the importance of strategic marketing in Ghana's development journey, she highlighted the Government's perspective: "The Government recognises that in today's interconnected world, a nation's brand is its most valuable asset. Ghana's journey toward economic independence and sustainable prosperity depends significantly on how effectively we market our strengths, opportunities, and unique value proposition to both domestic and international audiences."

Reflecting on President Mahama's economic vision, Nana Yaa Jantuah called on marketers to rise to the challenge: "The Reset Agenda calls for a bold reorientation of our economy, anchored on industrialisation, job creation, export-led growth, and the full harnessing of Ghana's human and natural capital. It is a vision that challenges every sector, and especially the marketing profession, to rethink strategies, realign priorities, and champion the kind of innovation that will reposition Ghana not just as a participant but as a leader in Africa's economic renaissance."

She added that "the Government remains committed to creating an enabling environment for the marketing profession to thrive. Through policy reforms, digital infrastructure development, and support for creative industries, we continue to provide the foundation upon which your transformative work can flourish".

This year, there were no winners in four categories as entries submitted by players in these industries did not meet the minimum standard criteria for Evaluation: Finance House, Telecommunications (Allied & Support Services), Airline of The Year (International) and Airline of The Year (Domestic).

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A BRIEF ABOUT CIMG

The Chartered Institute of Marketing, Ghana (CIMG) was founded in July 1981 with the vision to be the voice of marketing practice in Ghana under the Professional Bodies Registration Act 1973 (NRCD143). The Institute aims at seeing both private and public organizations embrace the marketing concept and be marketing-oriented in their operations. In 2020, the CIMG received a Presidential Charter by the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) with the main objects to set standards for the practice of marketing and to regulate the practice of the marketing profession in the country. In 2023, the CIMG Regulations (L.I. 2479) was passed by the Parliament of Ghana and has therefore come into force to enable the Institute execute its mandate and functions as stipulated in the CIMG ACT 2020 (Act 1021). Marketing is fundamental to the success of any business and the Chartered Institute of Marketing, Ghana, plays a major role in promoting the marketing profession, encouraging organisations to strive towards maintaining international standards in their marketing practice.

ABOUT CIMG AWARDS

The CIMG awards is dedicated to deepening the interest in the marketing profession and enhancing the impact of its members in society, the economy of Ghana, and globally. For over 35 years, CIMG has successfully organised an award scheme aimed at creating awareness of the Marketing Concept and its critical role in business success. The awards promote high professional standards, encourage excellence among marketing practitioners, stimulate healthy competition among organisations, and ensure the improved quality of products and services offered by businesses.

ADDITIONAL NOTES TO THE EDITOR

THE FULL LIST OF THE AWARDS WINNERS AT THE 36TH ANNUAL NATIONAL MARKETING PERFORMANCE AWARDS FOR THE YEAR 2024

AREA OF AWARD	AWARD WINNERS
1. MARKETING MAN, 2024	DR. JAMES ORLEANS-LINDSAY, EXECUTIVE CHAIRMAN, JL HOLDINGS
2. MARKETING WOMAN, 2024	MRS. MANSA NETTEY, CHIEF EXECUTIVE OFFICER, STANDARD CHARTERED BANK GHANA
3. MARKETING PRACTITIONER, 2024	ASIEDUA ADDAE, HEAD, CORPORATE AFFAIRS, BRAND & MARKETING, STANDARD CHARTERED BANK
4. MARKETING STUDENT, 2024	BENEDICTA NYAME, HEAD, BUSINESS DEVELOPMENT, UNIMAC
HALL OF FAME -ELITE CATEGORY (>10)	
5. RETAIL OUTLET	MELCOM GHANA
HALL OF FAME (<10 YEARS)	
6. INSURANCE COMPANY (GENERAL)	VANGUARD ASSURANCE
7. INSURANCE COMPANY (LIFE)	SIC LIFE INSURANCE LIMITED
8. MOTOR FIRM	JAPAN MOTORS
9. BANK	ECOBANK GHANA PLC
10. PETROLEUM	GOIL PLC
11. TELECOMMUNICATIONS	MTN GHANA
12. PETROLEUM	TOTALENERGIES GHANA
NEW ENTRANT	
13. HOSPITALITY FACILITY (HOTELS)	LABADI BEACH HOTEL
14. CORPORATE PENSIONS TRUST	ENTERPRISE TRUSTEES
MEDIA & MARCOMMS	
15. ABOVE-THE-LINE CAMPAIGN	PRIMETIME LTD NSMQ IN CAPE COAST
16. BELOW-THE-LINE CAMPAIGN	NIB MA ME LOAN NO
17. NEW MEDIA CAMPAIGN	TELECEL GHANA IS HERE
18. TV PROGRAMME	TV3 GHANA'S MOST BEAUTIFUL
19. RADIO PROGRAMME	ASEMPA FM - EKOSIISEN
BUSINESS	
20. INSURANCE COMPANY (LIFE)	ENTERPRISE LIFE
21. INSURANCE COMPANY (GENERAL)	STAR ASSURANCE
22. HOSPITALITY FACILITY (HOTELS)	LABADI BEACH HOTEL
23. HOSPITALITY FACILITY (ALLIED & SUPPORT SERVICES)	ADANSI TRAVELS
24. PETROLEUM COMPANY	GOIL PLC
25. REAL ESTATE COMPANY	JL PROPERTIES LIMITED
26. PRIVATE HEALTH FACILITY	NEW CRYSTAL HEALTH SERVICES LIMITED
27. CORPORATE PENSIONS TRUST	ENTERPRISE TRUSTEES
28. MEDIA ORGANISATION	MULTIMEDIA GHANA LIMITED

29. BANK	ECOBANK GHANA PLC
30. RURAL BANK	AMENFIMAN RURAL BANK LIMITED
31. FINANCE HOUSE	NOT AWARDED
32. SAVINGS & LOANS COMPANY	ADVANS GHANA SAVINGS & LOANS
33. MICRO FINANCE COMPANY	MAROON CAPITAL MICROFINANCE
34. TELECOM COMPANY	MTN GHANA
35. TELECOMS (ALLIED & SUPPORT SERVICES)	NOT AWARDED
36. INTERNET SERVICE PROVIDER	DYNAMIC DATA SOLUTIONS LIMITED
37. OVERALL MARKETING-ORIENTED ORGANISATION	ECOBANK GHANA PLC
38. AIRLINE OF THE YEAR (DOMESTIC)	NOT AWARDED
39. AIRLINE OF THE YEAR (INTERNATIONAL)	NOT AWARDED
40. MANUFACTURING COMPANY	PROCUS GHANA LIMITED
41. POSTAL & COURIER SERVICES(INT'L)	DHL GHANA LIMITED
42. POSTAL & COURIER SERVICES (DOMESTIC)	YOM YOM SERVICES LIMITED
43. AGRO-BASED COMPANY	NEWAGE AGRIC SOLUTIONS LIMITED
44. ONLINE NEWS PORTAL	MYJOYONLINE
45. NOT-FOR-PROFIT ORGANISATION	PLANNED PARENTHOOD ASSOCIATION OF GHANA
46. RETAIL OUTLET	MELCOM GHANA
47. E-COMMERCE COMPANY	SHAQEXPRESS
48. INDIGENOUS CATERING FACILITY	ZESUZA CATERING SERVICES
49. MOTOR FIRM	TOYOTA GHANA
PRODUCT	
50. MANUFACTURING	DETTOL COOL SOAP
51. SERVICES	HOLLARD GHANA ASOMDWEE MSME INSURANCE
52. EMERGING BRAND	KIVO BRAND
CIMG PRESIDENT'S SPECIAL AWARD	
53. BUZSTOPBOYS	
54. CHIEF DR. DOLI-WURA ZAKARIA, MANAGING DIRECTOR, NIB PLC	