

## **Profile of the new Directors**

### **Mr Chris Wulff-Caesar**

Mr Wulff-Caesar is an accomplished International Business Executive with 24 years multi country and multi FMCG experience. He joins Unilever from FrieslandCampina where he was the Marketing Director for sub-Saharan Africa managing brands and marketing activities across 44 countries in a €600m business.

Prior to joining FrieslandCampina in 2018 as Marketing Director for Nigeria, Chris spent over 20 years working in both local and international roles for ABInBev, SABMiller and Unilever. He was the Marketing Director West Africa (Ghana & Nigeria) at ABInBev and a member of the Board of Directors for Accra Brewery Ltd.

During his tenure at both SABMiller and ABInBev, he led the establishment and growth of a formidable portfolio of brands, transforming their respective market share. Whilst also at SABMiller, Chris held the positions of Category Expansion/Innovation Manager for Africa based in Johannesburg (2010 – 2012) and Marketing Director for Ghana (2007 – 2010).

Chris is a fellow of National Institute of Marketing Nigeria (NIMN) and an Associate member of the Advertising Practitioners Council of Nigeria (APCON). He holds a BA (Honors) Degree in Economics from the University of Ghana and an MBA from the Edinburgh Business School of the Heriot Watt University in Scotland, United Kingdom.

He returns to Ghana and Unilever where he started his career as a management trainee in 1999 and took on various roles including a secondment at the Regional Innovation Center in South Africa.

### **Mr Joel Boateng**

Mr Boateng started his career in CMI (2008 – 2019), was on 3 years expatriation in South Africa as the CMI Partner for Home Care South Africa and later for Home Care NAMET. During his CMI journey, he was also responsible for Unilever West Africa (Francophone Countries + Ghana). He moved to marketing (2019 – 2022) as the Category Manager for Oral Care & Skin Care. He joined the Customer Development function in 2022 as the Regional Sales Manager for Accra, took up a 3 months CD Immersion in Philippines and subsequently became the Customer Development Director in July 2023. Joel is an Executive Trustee board member to the Unilever Tier 2 & Savings Scheme.

Joel holds a Bachelor of Arts in Statistics and Philosophy from the University of Ghana. He has a Masters Degree In Business Administration (EMBA Marketing) from the University of Ghana Business School. He is also a Full Member of the Chartered Institute of Marketing Ghana (CIMG).

**Mr George Owusu-Ansah**

Mr George Owusu-Ansah joined Unilever as a Management Trainee and has 33 years of work experience with Unilever; 26 years in various Supply Chain Project roles and 3 years in Customer Development. His Supply Chain experiences have covered roles in the PLAN, SOURCE and DELIVER sub-functions in Ghana, Malawi, China, Singapore, Kenya and Nigeria, whilst his 3 years in Customer Development covered roles such as Trade Marketing Manager for Foods and later for Home and Personal Care Products at Unilever Ghana PLC.

George is a member of the Advisory Board to the Kwame Nkrumah University, College of Health Sciences Endowment Fund Committee.