

Paying tribute to Aggrey Maposa

Issued by [Kantar](#)

9 Mar 2021

Aggrey Maposa, an Africa research guru and former chief growth officer for Kantar West East and Central Africa, has passed away today after a long illness.



Aggrey began his career in market research at Gallup International in 2000, later joining RMS Nigeria as the head of quantitative research. He was later appointed managing director RMS Ghana and in 2006 moved to Nigeria to take on the role of managing director RMS and later chief operating officer for the region.

He led the digital and technology practice across three continents until the RMS Group merged with TNS, which saw Aggrey appointed as CEO of Kantar TNS East Africa in 2015.

As Kantar retired its legacy brands, Aggrey took on the role of chief growth officer, helping brands and marketers build strong and sustainable businesses. A strategic and execution-driven leader who truly understood the role of consumer insight and customer experience, Aggrey led consulting projects across a diverse range of business sectors and areas of expertise, with a focus on driving brand strategy and customer centricity across all markets.

This was built on his solid track record of successfully turning around businesses by understanding people to unlock and inspire growth.

“He was much loved by staff and clients alike, and prided himself on the quality of relationships he built. A great listener, he was always attentive and really able to understand our clients’ questions, tailoring the solution to their business needs. We owe him a debt of gratitude for his contribution to both our and our clients’ success in the region. Working with Aggrey for over 18 years, he became more like family, and I will miss him dearly,” said Adeola Tejumola, managing director, Middle East and Africa at Kantar’s Insights Division.

A winner of several awards, Aggrey was a Fellow of the Nigerian Market Research Association (NIMRA), and a full member of both the Southern Africa Market Research Association (SAMRA) and global research body, ESOMAR.

Aggrey was well-respected across the continent and had a passion for technology and how it enhances the lives of consumers and businesses alike. He will be sorely missed by former colleagues, clients and the market research industry as a whole. Our thoughts and deepest sympathies are with his wife, Bibi and their three sons, Mufudzi, Shiloh and Isheanesu, as well as his family and friends.

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