

APO appoints executive director

The African Press Organisation announced on Wednesday, 26 January 2011, the appointment of Eloïne Barry as executive director. Barry was chosen following a recruitment process and comes after serving five years as PR Newswire EMEA media relations team leader.

Reporting to Nicolas Pompigne-Mognard, secretary-general of APO, Barry will be responsible for building the insight and strategic capabilities of the APO globally, along with managing operational activities and establishing APO's brand as leader in communications and media relations in Africa.

Commenting on the appointment, Nicolas Pompigne-Mognard said, "We are delighted to attract someone of Eloïne's calibre to take up such an important role within the organisation. Eloïne has a perfect understanding of the industry and of Africa's assets and issues. She will be an enormous addition to the African Press Organisation".

Bridging the gap between media and PR

Prior to the APO, Barry was responsible for bridging the gap between media and PR acting on audience development, online reach and event organisation.

Commenting on her appointment, Barry said, "The APO has grown to become the leader in PR and communications strategy in Africa. Quoting the president of the African Development Bank Group, Donald Kaberuka: the distribution of information related to Africa participates in the development of Africa. I am therefore proud and delighted to take on this challenge."

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