



Caroline Mutoko
Group CMO and General Manager Digital, Radio Africa, Kenya

Synopsis

Caroline Mutoko likes to look back at her radio career and appreciate that she created a new space for women and young people to hold the attention of the nation. She is very apt at talking about the things we needed to articulate and hear as a nation. Over time this won her impressive ratings and a place on the media landscape in Kenya and Eastern Africa that is unprecedented for a woman in media.

Media is The Message and The Messenger

Caroline Mutoko has had a radio career that spans 16 years with twelve years at Kiss 100 and 4 years at Capital Fm. The former morning show radio host and Programme Controller is without doubt the first female broadcaster to command the morning airwaves with a mix of love, clarity and brutal honesty for the issues that affect Kenyans. Audiences that have listened to her in person and in media will tell you that she has a good sense of what an audience needs to hear and how to win them to her way of thinking. Her passion for Africa and her view of Africa and her homeland Kenya as brands whose story needs telling well is undeniable.

The Caroline Effect

Caroline is East Africa's brand whisperer. When she tells her audiences about a product, a property or even interviews a President or CEO; she has a knack for making you see and hear the product or person in a new and intriguing way.

"The way I deliver your message excites people's imagination, which gets their attention and once I have that, I can drive them to action. It's called #TheCarolineEffect."

It follows a process: Attention, Interest, Desire, Action
Executive mission: Africa Disrupted

Media has evolved radically in the last 5 years in Kenya and Mutoko believes it is bound to change even more and faster in the next two. She believes to be able to serve the needs of audiences and brands well in this new space, the way we think and act will have to change radically. The Tyranny Of Success does not allow for anyone to stay comfortable and prosper. Media is in for a huge disruption and Caroline is setting her sights on being part of that disruption

positively, opening new spaces for news, interviews, brand narratives and influencer marketing that actually generates tangible results. After all, that's how she got to where she is today. She has never stuck with the norm.