



Betty Radier
Chief Executive Officer Kenya Tourism Board

Dr. Betty Radier started out her career in the arts with a design degree focusing on interiors. She then moved into the marketing, operations and strategy field developing over 18 years' experience in the industry in various leadership capacities heading a number of international agency brands such as J Walter Thompson, Lowe Scanad, TBWA, Grey international McCann in the role of Managing Director.

Betty has garnered regional experience around Africa having worked in Uganda, Tanzania, Nigeria and South Africa as well as global and regional leadership positions with Microsoft West East and Central Africa where she held the Chief Operating Officer role for East and Central Africa as well as an Africa role of Partner strategy and programs lead for Africa. Betty consulted with Samsung EA Ltd setting up the marketing division for Samsung when they established their East and Central Africa Operations. Dr. Radier is an Adjunct Faculty at the Strathmore Business School lecturing for the Owner Manager Executive program in the areas of Entrepreneurship and Selling beyond borders. She also lectures the 2nd year MBA executive program in the areas of Strategy and Marketing. Betty mentors and teaches at the Advertising School in Kenya and conduct motivational forums for women in the areas of overcoming the glass ceiling for women.

Betty published the article titled the '20% of the customers that contribute to 80% of a company's revenue" for Sokoni marketing magazine. Betty holds a Bachelor of Arts (BA) degree, Master of Business Administration (MBA) in Strategy and Finance from the University of Nairobi, and a PhD in Entrepreneurship & Small Business Development from the Graduate School of Business, University of Cape Town, South Africa.

Dr. Betty Addero Radier is the Chief Executive Officer of the Kenya Tourism Board, since 1st December 2016.