

SHORT PROFILE OF STEPHEN B. PAMELA

Pamela has a first degree in Mass Communication from the University Of Benin, Edo State. She also holds a Master's degree in Public and International Affairs from the University of Lagos. She is passionate about children and issues that affect them and also issues affecting women at large. Pamela has worked on a number of accounts ranging from FMCG, Social Research, Telecoms, Finance to Media Research: amongst them are BAT, ARLA FOODS, DANONE, KFC, TOTAL, FIRST BANK.

Pamela has also taken part in development research for Society For Family Health (SFH) and MacArthur Foundation amongst others. Pamela is highly innovative, open to challenges, enthusiastic and always willing to go the extra mile. She has experience spanning over 6 years and has managed projects on U&A, Customer satisfaction and Product innovation & development amongst others using projective techniques such as Focus Group Discussions, In-depth interviews & Ethnographies / Immersions / In-home visits.