

Mobile Digital Insights (MDI) expands its African presence - and opens Kenyan office!!

Online in-the-moment research specialist Mobile Digital Insights sees its business thriving, with Africa being one of its growth engines. To continue to provide clients with the best possible service MDI continues its investment in the African continent.

Underpinning MDI's expansion is its custom developed app platform and Research Management System, which is used to conduct in-the-moment research and manage mobile communities.



James Fergusson

According to James Fergusson (Group CEO): "Mobile research continues to see an exponential growth globally; this type of research is in MDI's DNA and in-the-moment mobile research is our core offering. We have benefitted from the global trend towards online mobile research, and our clients see value in what we do, and the quality MDI provides. As part of our continued effort to provide the best service to our clients and reinforce our African presence, MDI has established a presence in Kenya".



Agnes Odongo joins MDI as Research Consultant East Africa

Agnes joins with more than fifteen years' experience in consumer and market research - gained in both agency and client companies across Africa, Europe, and the Middle East. She worked between client and agency and across several industries (telecoms, FMCG, Alcohol, Beauty & pharmaceuticals), and categories (beauty & grooming, personal care, home care, luxury, pharma OTC & Alcohol). Agnes holds a Bachelor of Arts, Corporate Communication from the University of Nairobi, and a Project Management Certification (SCRUM) from the University of Bern, Switzerland



David Somers

David Somers (COO MDI) says: "Having Agnes on the team is every market research leader's dream, she is one of those rare gems that brings a wealth of research skills with hands on agency side experience but also having worked extensively at the client side with some of the largest global brands. She has the interpersonal and communication skills to translate business queries into an appropriate research approach which leads into actionable recommendations that clients look for. I am confident that she will continue this growth trajectory providing our clients with the best service."

