



# Brian Gouldie takes over as CEO of MTN Uganda

Brian Gouldie has taken over as CEO of MTN Uganda as of July 2014. Being in his new position for just over a month now, Gouldie is optimistic for what the future holds for him and his team in Uganda.



Brian Gouldie

"I am very excited to be leading MTN Uganda into the future as it seeks to improve its market leadership position in a very competitive market. It is with enormous anticipation that I have arrived in Uganda to continue with the successful legacy that has been built. There is a very skilled leadership team in place and I am looking forward to working with them. I personally have had the privilege of working in a number of different operations in the MTN Group and am very excited to start this new challenge in Uganda," said Gouldie.

With more than 20 years experience in the telecommunications industry and being a founder member of MTN, he has had a rich career. A qualified chartered accountant by trade; he has worked in both South Africa (15 years) and Nigeria (five years) and has extensive knowledge in both start-up and maturing markets.

Gouldie has held a substantial number of executive positions over his tenure; the two most recent was for MTN South Africa, where he was appointed as Executive of Consumer Sales and Distribution, and most recently as Chief Marketing Officer. A visionary and catalyst for change, Brian believes that sound strategy delivers solid results.

Asked what he sees as strategically important to MTN, Gouldie commented; "Our leading position in the financial services market, through Mobile Money, plays a critical part of MTN's evolution and future success. Financial inclusion is as critical to consumers as communications access is. By integrating these two business models, MTN will have the ability to enable our customers even further."

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