

# New talent at Snapplify set to expand access to digital education in East Africa

Issued by [Snapplify](#)

26 May 2022

*Leading pan-African edtech company investing heavily in the region*



Launched in Kenya in 2016, leading global edtech company Snapplify has seen exponential growth in the region, with hundreds of East African schools registered. Now, as part of its ongoing goal to increase access to digital education tools and content, Snapplify has expanded its East Africa team.

Based out of Nairobi, the Snapplify team brings together strong publishing, education and government experience: David Ayieko (previously Longhorn), Alexia Sahara (previously e-Limu), Eric Shitubi (previously Oxford University Press), Peter Mugo (5+ years at Snapplify), Lilian Nyaranga (previously e-Limu) and Kenneth Karangi (previously Text Book Centre). The company is currently recruiting for additional customer service team members.

"Over the past six years, Snapplify has made great strides in East Africa. We're committed to supporting teachers and students with everything they need to teach and learn, and having a strong team on the ground will go a long way to achieving that," said Wesley Lynch, CEO of Snapplify.

David Ayieko, who has joined as Snapplify's regional education and marketplace sales manager, added, "The wealth of industry experience and local market knowledge of the team has set us up for success. We're passionate about 21st-century learning and excited to have the resources to bring Snapplify's award-winning solutions to more schools, universities, publishers and retail partners."

*Thousands of schools have already joined the Snapplify Engage family. [Register online for free today](#) to get access to teacher benefits and other incredible educational tools.*

*Email [hello@snapplify.com](mailto:hello@snapplify.com) to chat about your specific needs and how we can work together.*

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**Snapplify**



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