

Nnenna Onyewuchi named FCLA dean for 2022

Pitcher Festival of Creativity has appointed Nnenna Onyewuchi as the dean of its flagship Future Creative Leaders Academy for 2022.

Onyewuchi has been involved in marketing communications for over two decades. During her career at McCann Erickson, New York, she managed business development activities for the New York office and coordinated pitches across the network. She then moved into strategic planning, where she was promoted to vice president. At McCann, she developed a set of proprietary research tools along with a new way of branding. She also helped develop tag ideation, a lifestyle marketing practice group.

Onyewuchi has worked on over a hundred brands including Coca-Cola, Absolut, Kohl's Department Stores, Sharpie, Microsoft, Xbox, British American Tobacco, Dangote, Paga, BlackBerry, Jumia, Oando, Access Bank, FCMB, FirstBank, Canon, MTV Base, Celtel, Zain, Glo, MTN, Girl Effect and Unicef during her career.

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