

Profile

Edward Prince Amoatia Youngue

Edward Prince Amoatia Youngue is a professional Marketing, Trade Marketing and Distribution Specialist with over 25 years industry and consultancy experience. He was until April 2003 the head of Trade Marketing & Distribution at British American Tobacco Ghana (BAT Gh.). He had previously worked with CAMELOT Ghana Limited (a Computer stationery production company) and PASICO Ghana Ltd (Producers and marketers of building materials) as a Sales Supervisor.

Edward also possesses specialized knowledge in Services Marketing, Customer Services management and Marketing Research having had job related experience as well as and for more than 13 years Prince is also a professional trainer, having undertaken a Marketing Training Managers' course in the UK at the Horsley Management center.

Having worked in a perceived "controversial industry" at a higher level for more than 11 years Edward is also skilled in the management of public/corporate relations.

As as a Marketing consultant, Edward has also worked on numerous assignments for companies such as Nestle Ghana Limited, La Palm Hotel, GHACEM, ZOOMLION, Jospong Group of Companies, and Ghana Re-Insurance among many others.

His local knowledge of the Ghanaian market and the practical field experience he has acquired in sales and marketing, having worked in the Ghanaian terrain for more than 25 years has always been an asset to clients as this reflects in his recommendations and suggestions on projects he has executed.

Edward is currently an Executive Director for Targetlink Limited and Cypher Consult Limited.

Edward holds a 1st degree in Sociology with Economics from the University of Ghana, an Executive Master of Business Administration (Marketing) and a Master of Philosophy in Marketing, all from the University of Ghana Business School.

He has since 2004 been a member of the American Marketing Association.