

BRIEF PROFILE

ALAN DWOMOH SARPONG

Alan prior to his current position Lectured at Radford University College for over 5years, he taught Entrepreneurship and Small Business Management, Principles of Management, Product Development and Sales Management and did Project work Supervision, and he served as Chairman for Disciplinary Committee and the faculty Advisor for Enactus Radford.

Alan is the greater Accra coordinator for friends of rivers and water bodies an NGO which does advocacy on protection of water bodies, Alan has been doing advocacy on Radio, TV, Newspapers etc to educate Ghanaians on how and the need to protect water bodies, Alan was a participant at a workshop organised by Town and Country Planning to review the laws on land use in Ghana to represent FRWB.

Prior to Joining Radford University, Alan was the Head of Business Development/ Partner at Statements Communication Limited, where he led the team to launch the 2010 Nissan Sentra for Japan Motors, undertook many communication campaigns for Koala, Wamex etc.

Prior to Joining Statements Limited, Alan was with Digicraft/Brandline Communication Consultancy as Business Development / Account Manager, he was part of the team that undertook the following projects and campaign; Ghana Commercial Bank Master Card Launch Communication Campaign, Intercontinental Bank Ghana- Rebranding Campaign, South African Airways-50

at 50 promotional campaign, Enterprise Insurance-Akwaaba Promotion, Intercontinental Bank Ghana-I Lease Promotional Campaign, Intercontinental Bank Ghana-Auto Promotional Campaign, GIHOC Distillery-Mix-Mix Campaign, City Link Airline-Easter Promotional Campaign, Ghana Brewery Limited-original Ghana Moment outdoor Campaign, He also helped acquired and Manage GCB, GT-Bank, Sneda Motors, Japan Motors, UT Financial Service, City Link, South Africa Airway, KEK Insurance, Enterprise Insurance. Alan also worked as Independent Distributor for Telecom Plus-UK. Alan has written proposals for many companies and has been a resource person at workshops and Seminars; he has also consulted for Rhythm of the Globe-USA etc

Alan, holds MBA in International Marketing, Postgraduate Diploma In General Management, Postgraduate Diploma In Marketing Management, Postgraduate Diploma In Strategic Marketing Application Systems from Berne University Of Applied Sciences PHw- Switzerland, he also has Professional Qualifications in Professional Diploma In Marketing (CIM UK), Professional Certificate In Marketing(CIM UK) from City Of London College-UK, Group Diploma In Marketing from London Chamber of Commerce and Industry(LCCI UK)