

AUSTIN AYAOSI



Lead Analyst



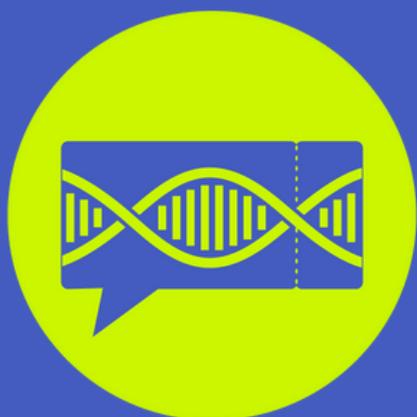
BrandImpact Consulting



Lagos, Nigeria



I help public relations and corporate communications managers measure and evaluate the impact of their work on the organization. I advise them on how to tie corporate communications objectives to organizational goals.



T2B Pulse Narratives:

Voices & Insights of Biopharma Communicators



01

ENABLING COMMS COLLEAGUES TO SHINE



My proudest career moment was in 2020. We onboarded a new client, for whom we provided PR measurement, evaluation and research services.

Within six months of engagement, the organization's PR manager won the company's Annual CEO Award as the Most Outstanding Manager of the Year. It was the first time a PR manager had won the award since the company began operations in 2010 in Nigeria.

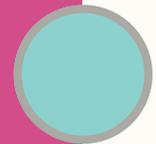
As the lead analyst of my firm, that moment remains my proudest.

ALWAYS KEEP A POSITIVE ATTITUDE

During the early years of my career between 2012 and 2015, I would reach out to my senior managers within the agency I worked for and our clients to request feedback and advice to help me improve personally and professionally.

One of the managers wrote: 'Always keep a positive attitude.' This piece of advice has had a profound impact on my career.

It reminds me always to keep an open mind and remain positive, calm and poised in relating with colleagues and clients irrespective of the situation.



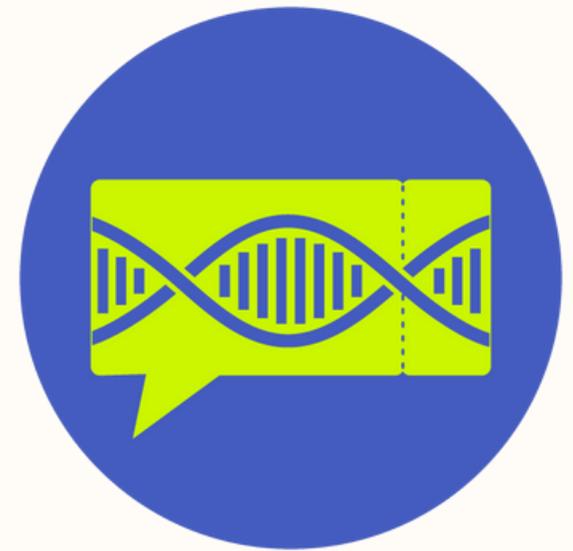
T2B AND ME

As a child, I wanted to be a medical doctor, but today I am in communications. So, a blend between natural science and social science (communications) fascinates me.

Being a member of a community of public relations and communications professionals who work primarily in the biopharma industry is a great chance to co-learn, network, and share professional experiences.



“Begin simply and simply begin.”



Mark Weiner

*JOIN T2B TO
CONNECT WITH
OUR COMMUNITY*



like



save



comment



share