

Tigo Ghana appoints new head of mobile

Tara Squire has joined Tigo Ghana as its new Head of Mobile, responsible for both the Commercial and Mobile Financial Services strategy and execution.



Image via LinkedIn

His role will include all products and services ranging from voice, data, entertainment, content, solutions and customer value management.

Squire's previous experience includes working with Blu Telecommunications as the CCO, leading the development of the brand and building the marketing and sales teams of the business. Prior to that, he worked at Vodafone Ghana as the Head of Consumer Marketing, where his portfolio included new customer acquisition, product development and value management.

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