



Shirley Tony Kum

BY Prince Fiifi Yorke

CORPORATE COMMUNICATIONS Manager of Vivo Energy Ghana, Shirley Tony Kum, has been named one of the top ten women in Public Relations (PR) in Ghana for 2023.

This prestigious recognition was curated by Women in PR Ghana, a group of PR professionals, to honour women in the industry who have demonstrated exceptional value, agility, and digital expertise that have significantly impacted both the PR sector and their respective organisations.

The list of these outstanding women in PR not only highlights their achievements but also emphasises the growing importance of female leadership in promoting gender equality within the PR field.

Among the other distinguished PR professionals on the list were Gifty Bingley (Senior Communications Officer / Head of Public Information – AMISOM/ ATMIS African Union), Ivy Heward-Mills (Director, Centre for International Education and Collaboration, UPSA, Accra), Georgina Fiagbenu (Head, Corporate Communications,

Shirley Tony Kum, Among Top 10 Women In PR

MTN Ghana), Paulina Kuranchie (Corporate Communications Lecturer and Consultant), Praise Nutakor (Head of Communication and Partnership, UNDP, Ghana), Emma Wenani (Chief Director, Global Media Alliance Group), Maame Akua Twum Ankrah (Communications Coordinator for Anglophone West and North Africa, Afrobarometer), Laila Abukari (External Communications Manager, Electricity Company of Ghana), and Sandra Amarquaye (Communications Specialist, Karpower-ship Ghana).

Shirley Tony Kum's impactful contributions at Vivo Energy Ghana have been widely recognised, particularly her strategic involvement in various communication initiatives such as the National Road Safety Campaign for Transporters tagged, 'Stop, Think & Drive', as well as the launch of the Vivo Energy Community Digital Literacy Project and International Women's Day Event.

Her efforts have not only benefited employees, customers, and communities but have also effectively engaged other stakeholders. Under Shirley's leadership, Vivo Energy Ghana has received numerous accolades and acknowledgments, including induction into the Hall of Fame for outstanding CSR Excellence at the 2021 Ghana Oil and Gas Awards.

Additionally, their #roadsafety campaign, 'Stop, Think, & Drive' was

honoured with the Reputation Award Category across the Vivo Energy Group. The company was also recognised as the most promising organisation in Learning and Development Practice at the 2021 HR Focus Awards, and secured the Employee Communications Category at the 2020 #SABRE Awards during the African Public Relations Association (APRA) Conference in September 2021.

As a seasoned Senior Communications Executive, Shirley Tony Kum actively engages in mentorship activities and speaking engagements. She has spoken at various events and mentored numerous individuals, including making appearances at Today's Woman Empowerment Summit, Africa Corporate Lounge, UKGCC Press Freedom Day roundtable event, Agrihouse Foundation AGSTUD Africa Career Guidance and Mentorship Dialogue Bootcamp, among others.

Moreover, Shirley's dedication to the field is evident through her appointment as a member of the Governing Council of the African University College of Communications and her ongoing role as Honorary Secretary of the Institute of Public Relations, Ghana.

Her proven track record reflects her adept management of the company's reputation by demonstrating a profound understanding of the interconnectedness between PR functions and sales growth.