

## **Ailsa Wingfield**

*Market Analysis Agency AC Nielsen,  
South Africa*



Ailsa Wingfield currently serves as head of Thought Leadership across Nielsen’s global Emerging Markets, with responsibility for helping companies ‘future-proof’ their businesses through strategic foresight, knowledge creation and thought leadership curatorship. She has extensive experience in Africa working with global and local brands in multiple countries across the consumer goods and telecommunications industry.

Ms. Wingfield has held numerous positions within the company, most recently as head of Africa Marketing and Communications, and previously as Sub Saharan Africa Telecommunications business lead, based in Kenya. She also headed up the South African Product Leadership portfolio, launching the ScanTrack and ‘What’s in Store’ solutions. She began her career at Nielsen in client service where she provided strategic counsel to some of the largest consumer brands in South Africa, including Nestle, Reckitt Benckiser, Tiger Brands, Gillette, AVI, L’Oreal, Danone, Nampak. Ms. Wingfield has also worked for Nokia and Allianz Insurance.

Ms. Wingfield has produced and published a number of content features including the bi-annual *Africa Prospects indicator (APi)*, *Navigating the Africa Retail Distribution Labyrinth*, *Media and Mobile Strategies in Africa*, and *Tapping into Africa: Turning Opportunity into Possibility*.

She studied a Commerce degree at the Nelsen Mandela Metropolitan University (NMMU), and served local and national Vice President roles within the global student economics and commerce organization, AIESEC. Ms. Wingfield currently resides in Johannesburg, South Africa with her husband and two sons.