

## AMADOU MAHTAR BA

Amadou Mahtar Ba is the Chief Executive of the African Media Initiative (AMI), an unprecedented pan-African effort aimed at providing the continent's media owners and practitioners with the tools they need to play an effective role in their societies. AMI aims to strengthen the media sector in Africa to ensure the accountability of governments and other institutions and to promote social development and economic growth.

Mr Ba is also a co-founder and President of AllAfrica Global Media, Inc – owner and operator of <http://allafrica.com> - an international multi-media content service provider, systems technology developer and the largest distributor of African news and information worldwide. Prior to starting AllAfrica, Mr. Ba served from 1996 to 2000 as Director of Communications and Marketing for BICIS Bank, a subsidiary of the French banking group BNP Paribas. From 1993 to 1996, Mr. Ba helped lead the successful restructuring and privatization of the Panafrican News Agency (PANA).

Mr. Ba is a member of the World Economic Forum's Global Council for the Future of journalism, advisory board member of the Reporting Developing Network Africa, as well as a member of the Advisory Committee of the Knight International Journalism Fellowship administered by the International Center for Journalists (ICFJ).

Mr. Ba was educated in Senegal, France and Spain and is fluent in French, English, Spanish, Fulani and Wolof. He holds a Masters degree from the Ecole Française des Professionnels de la Communication in Paris and from the Paris 7 University (Jussieu).