

Lisa Armstrong
Principal Director, ChewingRice and Founder of Ugogo Africa

Lisa is an award-winning innovation strategist having spent four years working on high profile global projects at PublicisSapient, one of the world's leading digital transformation agencies. Projects ranged from collaborations with film director James Cameron, to digital projects for notable financial services brands such as Fidelity.

With her commercial experience in financial services and passion for gender equality, Lisa went on to set up Ugogo, an e-commerce platform for the unbanked and ChewingRice, an innovation agency. CR's clients range from government institutions to large financial services organisations where we join the dots between ESG and digital transformation.

Additionally, Lisa guest lectures at several institutions such as Hyper Island and the Instituto Marangoni on Inclusive Innovation and has run small business workshops in Kibera, Nairobi helping the development of female entrepreneurs.