

Isis Nyong'o-Madison

Principal, Asphalt & Ink

Isis is well established in Africa's technology ecosystem and brings deep experience in navigating the Africa business landscape.

As a Principal at Asphalt & Ink, she serves as a Senior Advisor with the Albright Stonebridge Group advising a global client base of corporations, foundations and investor on their Africa strategies. This work includes strategy formulation, partnership development and navigating policy changes.

Isis previously held notable leadership positions at Google, InMobi and MTV Networks leading their Africa entry strategies. Through her role at Google, she was instrumental in building the foundation of the digital economy in Africa by structuring private sector partnerships that increased user access to and interest in the Internet while also advocating for public policy change. The widespread use of products such as Youtube, Google Workspace and Google Maps across Africa today are a testament to the impact of her work. In her general management role at InMobi she pioneered mobile advertising in South Africa, Nigeria and Kenya and was a key member of the founding Africa team at MTV.

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Isis makes a concerted effort to address gender bias in the workplace through WomenWork, a women's digital network she co-founded in 2017. WomenWork partners with global donors and local corporations to implement programs to increase access to capital and business skills for thousands of women-owned SMEs across Africa.

Isis has 10 years of board experience that includes a mix of publicly listed, privately held, academic and non-profit boards. She currently serves on the boards of the Nairobi Securities Exchange (NSE), Southbridge Group (pan-African investment bank) Nourishing Africa (pan-African digital platform for agri-entrepreneurs) and serves on the Advisory Board for Harvard Business School's Africa Research Center. She has been named as Top 40 women under 40 in Kenya for several years and shortlisted on the Forbes Top 20 Youngest Power Women in Africa. The World Economic Forum selected her as a Young Global Leader in 2012. Isis holds degrees from Stanford University and Harvard Business School.



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