

2021 Africa Forum



Abena Poku – Head of M&BD Africa & Middle East, Hogan Lovells, London

Abena has been in marketing and business development for nearly 20 years. With roots in FMCG, starting at the Walt Disney Company, Abena quickly moved into professional services working for international architectural giant WATG, before moving into law. Her experience in legal marketing extends from overseeing key practice and sector groups within large global firms to her current position at Hogan Lovells where she manages the strategy for the Africa Practice.

In her role, she oversees all marketing, PR, branding, communications, stakeholder engagement, strategic partnerships and client activity for inbound, outbound and regional Africa clients.