

Wisdom Nunya Kwashie Jnr

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Authorized to work in the U.S.: Permanent Resident (Green Card holder)

AI GOVERNANCE SPECIALIST | Policy · Risk Assessment · Controls · Third-Party and Data Risk

Summary

AI governance specialist with 13 years leading the digital function of MTN Ghana, a telecommunications operator serving 24M+ customers in a heavily regulated industry. Authored the company's Online and Social Media Policy, approved by 15 executives across six divisions, localised the multinational parent's digital policy into a compliant local standard, and ran privacy, third-party and reputational-risk controls across the company's digital estate. PMP certified and preparing for the IAPP AI Governance Professional (AIGP) credential. Current work: a risk-tiered AI governance policy, deployable controls and a generative-AI risk assessment, published in full at aigp.kwashie.online. What I bring is the discipline governance runs on: writing policy people can follow, resolving ambiguity, and turning principles into controls with named owners.

Core Competencies

- AI policy design: risk tiers, approval paths, named owners, independent audit, review cycles
- AI risk assessment: likelihood × impact scoring, inherent and residual ratings, owners, detection methods, action windows
- Control design: measurable technical standards, approval gates with separation of duties, auditable decision logs
- Framework mapping: NIST AI RMF 1.0, ISO/IEC 42001:2023, EU AI Act; data protection under GDPR, CCPA and the Ghana Data Protection Act
- Policy authoring, localisation of group policy, interpretation and enforcement
- Third-party and vendor governance: SLA clauses, scoped data access, vetting and due diligence
- Privacy compliance: notices, granular consent, data minimisation, per-platform privacy policies
- Internal-audit remediation and evidence: access reviews, 2FA enforcement, security controls
- Risk logging, post-mortems, incident escalation and crisis playbooks
- Stakeholder facilitation across executive, legal, risk, compliance and commercial teams; PMP delivery discipline

Selected Governance Work (2026)

Use-case artefacts written to show how I would operationalise AI governance for an organisation. Memento Media is my own company, used as the case study. Each document can be read in full or downloaded at aigp.kwashie.online.

- **AI Governance Policy.** 21-page risk-tiered policy for generative AI on client work: three risk tiers that set the approval path, named owners, audit held apart from the people who build, spend and data-sensitivity escalation thresholds, quarterly review, and a crosswalk to NIST AI RMF and ISO/IEC 42001 (11 sections, 6 appendices).
- **Operationalizing the AI Governance Framework.** Four deployable artefacts for one principle, data minimisation: technical standards (30-day purge of raw identifiers, 40-feature cap, cohorts of at least 100 users), a High-risk register entry for automated candidate screening, a four-step approval gate with one sign-off per function and a 0.80 adverse-impact ratio as the fairness threshold, and an append-only decision log with a human-override field.
- **AI Risk Assessment: Content Generation System.** Assessment of a third-party generative AI system used for client campaign imagery and video: three risks (IP and likeness, cost drift, data leakage) scored for likelihood and impact, inherent and residual, each with primary and supporting controls, an accountable owner, a detection method and a 30-, 60- or 90-day action window.

Professional Experience

Digital Marketing Manager, MTN Ghana

09/2012 to 12/2025

Led the digital function of one of Africa's largest telecoms, owning digital policy, governance and risk across the company's digital estate: seven social platforms, the corporate website (WordPress VIP) and the Hitmaker and MyMTN apps. Team of 4 direct reports plus agency teams.

- Authored MTN Ghana's Online and Social Media Policy (v1.0, effective 2018) on behalf of the CMO and took it through sign-off by 15 executives across six divisions; it set channel ownership and accountability, customer-response authority, escalation, employee online-conduct standards and a no-new-accounts-without-CMO-approval control adopted on fraud-control grounds.
- Localised MTN Group's multinational digital and social-media policy into the company's operating standard: interpreted group guidelines on communication, brand and content, resolved ambiguity and closed control gaps to produce a complete local framework compliant with Group policy.
- Consolidated the company to verified official channels to counter impersonation fraud, brand dilution and duplicated spend across roughly nine departments and commercial units, including Mobile Money, Enterprise Business, HR, Finance, Customer Care and Corporate Communications.
- Remediated internal-audit findings on the corporate website: removed stale agency accounts, enforced two-factor authentication as a platform-wide setting, deployed granular cookie consent, and submitted quarterly evidence to internal audit's independent access reviews, all under MTN Group's IT security policy.
- Ran pre-launch compliance review of roughly 12 campaigns a quarter across four commercial units against the regulator's Significant Market Power pricing remedies before release.
- Governed agency relationships through SLA clauses I wrote: a no-autonomy clause (no posting or customer replies without explicit approval), pre-post approval of every asset, and monthly rather than annual reporting.
- Designed a six-gate influencer vetting process (reputational screen, fake-follower and bot checks, audience geography and fit) with an overrule-and-report loop, replacing selection on popularity alone.
- Governed third-party data access: barred sharing of raw customer data with agencies, kept campaign builds in-house, and granted agencies scoped access only, with no raw-data access for lookalike or custom-audience targeting.
- Applied data-minimisation and consent controls in campaigns: withheld winner names and contact details without explicit consent and redacted personal information where required.
- Owned the corporate web platform as super-administrator: provisioned and revoked access, held the approval gate on all publishing, and authored a tiered change-request process with defined artefacts and lead times per tier, up to a full requirements-to-go-live cycle for new features.
- Maintained risk logs for major events, ran post-mortems that fed corrective actions into later work, and managed reputational risk through early viral-risk detection, crisis playbooks and sentiment monitoring.
- Evaluated marketing and generative-AI tools for procurement on cost, performance and terms; introduced generative-AI image tools under brand-consistency guidelines.
- Reported monthly KPIs and authored board-level digital strategy and status reports; grew the digital audience from 100K to roughly 2M and lifted average engagement from under 6% to about 30%.

Founder and Principal, Memento Media

2025 to Present

- Wrote and operate the company's AI governance policy, controls and generative-AI risk assessment (see Selected Governance Work), and design AI-assisted content workflows with human-in-the-loop review, likeness checks and rights safeguards.

Marketing Officer, KPMG Ghana

08/2008 to 08/2012

- Built early discipline in structured review, documentation and professional-standards compliance; evaluated external vendor deliverables against quality, timeline and compliance standards.

Certifications

- PMP, Project Management Professional, Project Management Institute (active)
- IAPP AI Governance Professional (AIGP): in preparation, 2026
- Certified Digital Marketing Professional, Digital Marketing Institute, 2021
- Media Management, Red & Yellow Creative School of Business, 2019

Education

Bachelor of Science, Computer Science, Kwame Nkrumah University of Science and Technology, Kumasi (2007)