

sacrededge



Profile: Catherine Jonathan

Catherine is the founder of Emerging Brand Africa (EmBA), a PR firm that showcases diverse African talent within Australia.

As director of EmBA Media Group, Catherine leads PR and Brand communications strategies for their clients.

She is also Editor in Chief of EmBA Magazine, which publishes a range of stories about successful migrants.

Catherine is an Advisor for the Victorian Multicultural Commission's Barwon Region Committee and the Vice Chairperson for African Professional Association- Vic Chapter. She also has other roles in the African community.

Catherine's journey as a new migrant was the inspiration for her establishing EmBA. The group was born out of a lack of visibility of African Australians in the corporate and business spheres.

Catherine wanted to create a media platform that spotlights the contributions, challenges, and successes of migrants in Australian society, in the hope of inspiring the younger generation and new migrants in finding a sense of belonging.

