



# Brad Jansen appointed Havas Sports & Entertainment global client director

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Global brand engagement network, Havas Sports & Entertainment (HS&E) is pleased to announce the appointment of Brad Jansen, current MD of Havas Sports & Entertainment South Africa, to the position of global client director based in Atlanta, Georgia, USA.

In this new role, Brad will oversee the development of HS&E's relationships with key global clients, including The Coca-Cola Company. With over 18 years of experience in the sales and marketing industry, and 10 years dedicated to the sports and entertainment sector, Brad comes armed with a wealth of experience, knowledge and immense passion, which was the driving force behind the success of HS&E South Africa.

Lynn Madeley, CEO of Havas Southern Africa states, "HS&E South Africa was established in 2009 to assist our global clients with programmes around the 2010 FIFA World Cup South Africa™. Under his guidance, Brad has grown the business into a leading sponsorship, entertainment and event management business, representing a number of local and global brands."

"We are immensely proud that a South African has been given the opportunity to provide such an industry leader with expertise gained in Southern Africa. This is one more proof point to how the Havas network provides global opportunities to its employees," she says.

Lucien Boyer, President and Global CEO of Havas Sports & Entertainment added, "Brad leaves behind a strong legacy in terms of the existing client roster and talent recruitment, having developed a solid foundation for the continued growth of our South African operations. We are excited to take Brad's extensive industry knowledge, dedication and passion global, to support both our client development and business worldwide."

HS&E South Africa recently announced the integration of local sports and entertainment company Maverick Experience Exhilarator into the existing South African team.

"I have loved my four and a half years at HS&E South Africa. As I take on this new challenge within the group, I am confident that the appointment of Andrew Ross as our new MD (as of July 1, 2013) and the integration of his dynamic team will bolster our agency and help it go from strength to strength. This next chapter of my career will allow me take the knowledge and experience I have gained to date, and apply the same passion and gusto in my new role," says Jansen.

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