

Sindiswa Masuta is Grey Advertising Africa's new strategic business director

Grey Advertising Africa has appointed Sindiswa Masuta as its new strategic business director. She is responsible for all the business of strategy, including - South African Tourism, Mazda, and Distell.

Masuta was previously a business unit director in account management at DDB where she worked on brands such as Honda, African Bank, Samsung, MTN and Unilever. She has 10 years' experience in the advertising industry having graduated with an honours degree in strategic brand communications from Vega.

"This is an area of advertising that I've always been intrigued by, so I'm thrilled that my career has now taken a more decisive turn in this direction. Advertising is an exhilarating industry to be a part of, and the strategy side of the business will allow me to make even more of an impact on my clients' campaigns," says Masuta.

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